

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

VOL. XVI

NO. 2

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M. C. POSTSCRIPTS

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Major discussions on production and raw materials will continue to have their place of prominence in our program. Many new, worthwhile articles by a wide number of authorities are coming in future issues.

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Mr. Kolar starts a series on premium usage. Widely known as "Kolar, the Creator of Business-Stimulating Ideas," his address is Glen Ellyn, Ill. Mr. Kolar first talks on the creative angle of premiums for children.

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a sensational
new line of
Flavors
by Fries*

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announcement we have
ever made* ~~~~~

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EDITORIAL

Punchboards and Package Goods

THE present drive of the Federal Trade Commission against the manufacture and sale of candy by means of punchboards and pushcards is arousing great concern among package goods manufacturers. It is estimated by some of these firms that between 80 and 90 per cent of the packages sold ultimately reach the consumers through the punchboard route. Hence they contend that the very life-blood of their business is threatened if punchboards are prohibited.

The attitude of the Federal Trade Commission is that punchboard deals are in the same class as "break and takes," which the United States Supreme Court held as an unfair method of competition and therefore prohibited by law their sale in interstate commerce. The sale of candy by chance and lottery devices is regarded as unfair because some manufacturers do not want to use that method of sales. Proceeding on this basis the Federal Trade Commission is taking steps toward prosecution of numerous manufacturers.

The question of the usage of "break and takes" and punchboards has been of disrupting influence in the industry since the days when they were injected into the industry Code. It will be remembered that the action drew such a storm of protest from many package goods makers that the punchboard prohibition was finally stricken from the Code.

The problem is one which the National Confectioner's Association should handle with the utmost consideration in the interest of its package goods group, and for the good of the entire industry. It was unfortunate that a letter recently sent from its offices disposes of the matter in a manner which in effect encourages the filing of complaints against those employing punchboards as a merchandising method. It states that:

"The Commission would appreciate the cooperation of the industry in filing complaints against offenders, and that the Commission regards it its duty under the law to investigate every complaint filed, and if the investigation develops a violation, to prosecute the same promptly."

The policy of this publication is one of impartiality, and in the interest of fairness to all branches of the industry it believes that both sides of every question

should be given its due consideration. On that basis it believes that there is much to be considered in the case of the sales of package goods by this method. A survey of the views of package goods manufacturers in regard to the use of punchboards is therefore being made to bring to light the composite facts and opinions of these manufacturers. These will be published, without individual reference in the near future.

A package goods manufacturer thus affected recently commented: "And the President of the United States said, 'Business will get a rest.'"

An indication of the far-reaching effect of illegalizing the sale of packaged candy through punchboards is reflected in the following opinions which are a portion of those which have come to us from firms favoring the continuance of their usage. We quote:

"As we understand it, complaints have been made by manufacturers for selfish reasons, starting with the "break and take." Now they have started this ball rolling down hill and it has gained momentum to a point that instead of increasing the sale of the better class of candy—namely, package goods—they are trying to break down a small part of the industry, but a profitable one that employs thousands of men and women in the factories throughout the United States. It also reflects back on the high-grade lithographer, embosser, artist, cellulose manufacturer, and ribbon manufacturer whose industry depends on package goods to a large extent.

"We believe it is safe to say that prohibiting the sale or use of punchboards on package goods will be responsible for the laying off of twelve to fifteen thousand workers in the candy factories throughout the United States. There are factories making package goods which will be practically forced out of business immediately if the use of this sales medium is prohibited.

"Through experience, we have found that stores using punchboards in conjunction with the sale of their package goods will sell a great many more packages than the same store would if they did not use punchboards in conjunction with the sale of their package goods.

"If punchboards are barred from the candy industry for a moral reason, which seems to be a word that is played up very highly by investigating bodies, we disapprove of their use on any other type of merchandise that competes for the consumer's dollar."

WHO'S WHO IN THE CANDY INDUSTRY

Fostering the Idea of Getting Better Acquainted with Prominent Members of the Industry



W. F. R. MURRIE
Hershey Chocolate Corp., Hershey, Pa.

W. F. R. MURRIE
WILLIAM FRANKLIN REYNOLDS MURRIE, president of Hershey Chocolate Corporation, Hershey, Pa., and also president of the Cocoa and Chocolate Manufacturers' Association of the United States, has for 43 years been an advocate of quality in the confectionery industry. He believes that the greatest need of the candy industry is "better goods," and the name of Hershey has long been recognized for measuring up to that standard.

Mr. Murrie entered the confectionery industry 43 years ago when he joined Weaver, Costello & Co., of Pittsburgh, Pa. He has been associated with the Hershey Chocolate Corporation for the past 40 years.

During that period the Hershey enterprises have grown to enormous proportions. Milton S. Hershey is chairman of the board of directors. The ideal community which has been established for the employees at Hershey has attained world-wide renown.

Mr. Murrie is active in the civic enterprises of his community and holds membership in various social and civic organizations and golf clubs. Golf is his favorite sport. His favorite food other than chocolate and cocoa is calves' liver and onions.

A native of Pennsylvania, President Murrie was born in Bedford and educated in that community. He has five children, including two daughters, Mrs. Ashley DeWolf and Mrs. James L. Clevenger, Jr. His three sons are Malcolm, 32; Bruce, 28, and Dick, 18.

Mr. Murrie is highly regarded in the candy distribution field for his support of better methods of merchandising.



W. C. DRURY
Schall Candy Company, Clinton, Iowa

W. C. DRURY

IN 1881, on a farm in Whiteside County, Illinois, a boy was born destined to lead a busy and active life. The boy, Walter Drury, worked on farms in the summer and went to school in the winter. At seventeen years of age he enlisted in the Spanish-American War and served in Porto Rico.

At twenty he worked in the advertising department of Swift & Co. in Chicago. Varied experience in both advertising and selling preceded his connection with the Schall Candy Company of Clinton, Iowa, as sales manager, eighteen years ago.

Today Mr. Drury is president of the Schall Candy Company; president of the Association of 6th Illinois Volunteer Infantry, Spanish-American War; director of the Clinton Manufacturers and Shippers' Association; trustee of the First Presbyterian Church, Fulton, Illinois; song leader of the Rotary Club for fifteen consecutive years; authority on religion, sociology and Mexican history.



DANIEL D. SANFORD
National Licorice Company, Brooklyn, N. Y.

Mr. Drury also qualifies for membership in that non-existent club composed of industry-minded candy manufacturers. His genuine interest in the welfare of the industry finds expression in being an active member of the N. C. A.; serving in the past on the Code Authority of the Chocolate Manufacturing Industry and as director and district chairman of the Midland Confectionery Association.

The Drury family probably talks shop at the dinner table. Son Richard is a chemist for Clinton Co.; daughter Marion has charge of the sample department of father's company, and 12-year-old Bill has already declared his intention of being sales manager of the Schall Candy Company. Another family accomplishment is music—all play musical instruments, including Mrs. Drury, who is a talented pianist.

Walter Drury's local clubs are the Rotary Club and Morrison Country Club.

DANIEL D. SANFORD

DANIEL D. SANFORD heads a company 91 years old. He has been affiliated with the National Licorice Company since November 19, 1902, the date the company incorporated. The consolidation included three established companies: S. V. and F. P. Scudder, Henry W. Petherbridge Licorice Company and Young & Smylie. The trade-mark of the latter, Y&S, has been familiar to licorice-lovers for several generations, for the Y&S brand of stick licorice, wafers, etc., has been on the market since 1870.

National Licorice Company operates plants in Brooklyn, Philadelphia, Moline, Ill., and Montreal.

Daniel Sanford has held the positions of bookkeeper, cashier, office manager, assistant treasurer, assistant secretary, and treasurer. He was elected president in 1927, succeeding Alanson H. Scudder who became chairman of the board.

Prior to 1902, Mr. Sanford's pursuits in business were railroad and banking. He has served on numerous committees and is at the present time a director of the Association of Manufacturers of Confectionery and Chocolates of the State of New York.

Daniel Sanford was born and educated in Hammondsport, New York. He now lives in Brooklyn, is married and has two children Jacqueline, 23, and Daniel, Jr., 17. The licorice business is his hobby, therefore he doesn't bother much about outside interests. In addition to reading the newspapers and various magazines, he likes an occasional detective story. Enjoys golf, too! Vacations are spent in Maine or Bermuda.

Mr. Sanford is a member of the Brooklyn Chamber of Commerce and the Hempstead Country Club, Hempstead, Long Island.

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VARIOUS SUGARS Their Effects in Different Confections

★By TALBOT CLENDENING

CRYSTALLIZED creams in a certain candy factory did not move as fast as had been expected, stock piled up and space in addition to that usually employed for storage had to be utilized. Although production had been stopped, orders were slow in coming in and it took four weeks to move out the surplus. This happened during July and August, and by the middle of September most of these creams had used the return end of a round-trip ticket. Everyone in the plant had been blamed, and the boss was "fit to be tied." The sugar refiners, the corn syrup producers and the manufacturers of color and flavor had all been notified that their products were "rotten." Each was invited to call and explain, and the cream foreman was in the "dog house."

In any investigation of such a situation many things must be taken into account. Weather conditions, temperature to which syrup is boiled before creaming, the type of package used, and storage space for finished materials,—all have their effect. These facts, when coupled with the knowledge that sugar products containing notable quantities of water have a short shelf life, explain many things. But along with this, it has also been determined that too little is known about the different types of sugars employed in the average confectionery plant.

Whenever a batch of hard candy "sweats," the foreman will probably say that the sugar was too

"weak;" if it "grains," it has been too "strong." These are terms handed down from father to son and, while they apparently satisfactorily explain to the foreman what has taken place, they are generally meaningless insofar as the real condition is concerned. When such terms originated, sugar refining was not as carefully controlled as it is today. A strong sugar was one in which little or no inversion had taken place in the syrup during the process of manufacture, while a weak sugar was one in which the ratio was higher. The process of separating syrup from sugar crystal was not as efficient, with the result that adhering syrup caused different physical effects. Such a condition is not likely to happen today.

Types of Granulated Sugar Used

Inasmuch as we are considering sugars and effects obtained when they are used in different types of confections, it will probably be worthwhile to consider all types employed. In such a consideration, sugars will be taken as a general term and not applied to granulated sugar made from beets and cane alone. The most familiar type is known as *standard granulated*. This has found wide acceptance, since it is usually nearer pure sucrose than any other available grade. *Medium granulated* differs from the standard in that crystal size is not as large and in some cases purity is slightly lower. Originally, *fine granulated* was not as

good as the medium, but these conditions do not obtain in all cases today. Some manufacturers' fine and certain types of medium granulated have identical purities with standard, the only difference being in crystal size. There is now no apparent reason for paying for a specially sized sugar crystal which is to be redissolved in water if smaller or irregular sized crystals have the same purity. It is believed that the majority of manufacturers know this and buy sugars accordingly.

Sugar Syrup

It has also been reasoned, and quite rightfully, that there seems to be little indication that sugar should be crystallized from a syrup and later dissolved in water to reform the syrup from which it was made. This has led to the production of water white syrups that are now commonly sold to the confectionery, preserving and bottling trades. This theory is correct, but in practice it is difficult. Crystallization will take place in a saturated syrup composed entirely of sucrose and water, since sucrose has a relatively low solubility. If it is placed in a tank and temperature is lowered, the delivery lines will eventually be stopped up. If, however, a relatively small percentage of *invert sugar* is present, crystallization is retarded, if not entirely prevented. Total solids are high enough to prevent fermentation and such syrup may be delivered by pipe line to any point in the plant where it is desired. It can also be used to replace granulated sugar, provided the amount of invert sugar present is taken into account. Unfortunately, it is difficult to remove all colloidal and mineral matter, nor has it been possible to hold down these materials to a comparable value with that obtained when granulated sugar of the highest purity is dissolved in suitable water.

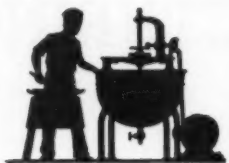
Realizing unfavorable conditions in the manufacturing and handling of syrup as have been considered, producers have gone a step further and removed all water, forming a *structureless* and sometimes *amorphous* type of solid sugar. There seems to be no reason why it should not be as acceptable as the usual form of granulated sugar provided its purity is the same. Here again we run into the same difficulties as have been encountered in the syrups from which the solid sugar has been made. Enough colloidal and mineral matter may be present to cause color formation and process invasion beyond that usually obtained when purified granulated sugar is employed. Some sugars have been found to be acceptable in the production of chocolate coatings, since slight color is not objectionable, provided there is only the neutral sweet taste obtained from ordinary powdered sugar. In such a use one drawback has been found. Certain types require the addition of more cocoa butter to produce a comparable viscosity, since the sugar particle is spongy in character and a greater amount of air space is to be found.

Ordinarily, coarse sugar should require a greater space, per unit weight, than if the particles were smaller

in size. It is quite evident that a barrel can be filled with stones of a larger size and after it has been shaken down, it is then possible to introduce smaller stones followed by sand and then by powdered clay. In each case an additional weight will be obtained, due to the filling of the small spaces between particles larger in size. If all particles had been separated into those large and those small in size, and the density of the particles had been the same, a barrel filled with the smaller sizes would weigh more than one filled with the larger. For example, a barrel filled with sand and shaken down will ordinarily weigh more than a barrel filled with stones of a large size, provided the density of the stones is the same as that of sand. The same effect should apply to sugar but it does not. When sugar is powdered, it becomes light and fluffy and requires a larger volume to make the same weight when compared with standard granulated. Nor do all powdered sugars require the same weight to fill a definite volume. A sugar of the amorphous or structureless type, when powdered, may quite easily be lighter in volume than a powdered sugar obtained from a hard and dense crystal. These facts, if kept in mind, will explain many things.

Sugars Other Than Sucrose

To consider familiar types of sugars other than sucrose and its syrups, we next come to *dextrose* which has found a rather wide application in confectionery and food manufacture during the past ten or fifteen years. It is crystalline in structure, apparently dry, but in the case of the *hydrate* as represented by the usual commercial *corn sugar* or *dextrose* obtained on the market, there is present a very definite quantity of water. Theoretically, water content will reach approximately ten percent. In practice some of this has been lost and we may find from seven to nine percent, based on the total dextrose weight. This water is not free but is actually combined with the sugar particle, which makes a difference when compared with the sucrose crystal which contains no combined water. If commercial dextrose is heated to 180° F., it begins to melt in its own water of crystallization, which is the water combined with the dextrose at the time the crystal is formed. The result is that a solution of dextrose is possible at higher temperatures in the water with which it is combined in dry state at normal temperature. It can be seen from this that the use of too much dextrose will retard crystal formation in fondant, since this product depends upon the fact that sugar will grain out if a syrup is agitated at a temperature below that at which the syrup contains all the sugar it will hold; namely, at the point of saturation. In the case of the dextrose, it requires time for it to reabsorb water enough to form crystals of dextrose hydrate and this delays the process of fondant formation. The delayed set also has a tendency to cause a hard and gritty formation instead of the usual soft fondant type. Dextrose and sucrose ratios must be very carefully worked out before any attempt is



made to utilize a combination of these two products in fondant formation.

Such facts must also be borne in mind when the production of chocolate coatings is considered. If, for example, commercial dextrose containing water in combination is used to replace all or a major portion of the powdered sucrose used, the coating thickens due to the effect of the combined water on the non-fat chocolate material present. This has led to the production of *anhydrous dextrose* with which most manufacturers are familiar. In such a product, the water usually bound up with the dextrose particle has been eliminated and the thickening obtained when *dextrose hydrate* is used is not apparent. The structure, taste and general character, however, are somewhat different when compared with a coating in which only powdered sucrose is employed.

Corn Syrup

We first considered sucrose in the general forms in which it appears in a confectioner's plant; namely, the types of granulated sugar used, and then we considered syrups containing such sugar in solution. We have a somewhat comparable case in *corn syrup* when compared with dextrose; however, there are other factors which enter into the composition that are entirely different. In the case of sucrose syrups, we had a majority of sucrose along with relatively small proportions of inverted sugar. Each of these products is a sugar, but in the case of corn syrup, a relatively large proportion of *dextrin* is present that does not have a sweet taste, is not a sugar, and does not act in the same manner as sugar. Dextrin is colloidal in character and lends itself to the incorporation of air so that in marshmallow and frappe production it is a requisite if maximum volume is to be obtained. Nor are all corn syrups similar in composition. The usual type, based on 43° Baume which is the commercial variety used by the confectioner, will carry 35% to 36% of sugar calculated as dextrose along with approximately 45% to 47% of dextrin. The remainder of the syrup will be water and a very small proportion of mineral salts and organic colloidal matter. No two succeeding batches of corn syrup are likely to be identical in composition. Starting with starch the com-

pleted process of conversion will form dextrose; however, this process is never allowed to proceed to completion. The result is that while dextrin, dextrose and water are apparently the same, there is always a slight differential when compared with other lots made at other times. These variations are not large and when once the proper amount of corn syrup to balance a formula has been arrived at, it can be adhered to with comparable results.

Just as in the case of sucrose syrups, it is possible to *dehydrate corn syrup*, which results in a powdered material that finds use in food products, many of which cannot be served as satisfactorily by corn syrup. While this development has not gone forward as fast as the dehydration of sucrose syrups, it is increasing and more and more of this powdered corn syrup will be employed as time goes on. It should serve a distinct purpose in the production of chocolate coatings, since it will introduce body that is not available when powdered sugar alone is employed. The one drawback is that while dextrose may be employed without a statement, when powdered corn syrup is used it will require a statement of this fact on the label just as in the case of inverted sugar. Neither of these products is considered under the Food and Drug Law regulations as interchangeable with sucrose or dextrose.

Sugars other than those which have been considered find little use as such in the manufacture of confectionery. *Lactose*, which is the natural sugar in milk, is being produced in an ever-increasing quantity, but its price and physical characteristics have not lent themselves to consideration as an individual product. Undoubtedly, the time will come when it will be acceptable in the production of certain types of confections, especially when price levels are comparable. This also applies to *levulose*, which is the sugar obtained from Jerusalem artichokes.

Production Control and Proper Packaging Are Important

Even with the purest types of sugar, the method of process, particularly the time heat is kept on the boiling batch or on a batch of syrup after boiling has been completed, and the water supply employed, will each have its effect upon physical characteristics of the resulting confection type. Going a step further, and assuming that proper control is maintained over production, it is then a simple matter to ruin the finished product if it is packaged and stored improperly.

Hard candy, for example, must be relatively free from moisture and should never contain more than 1.5%. It must be packaged in an air-tight container so that moisture in the surrounding air will not affect it. If this is not done, the very fact that hard candy is in an unstable condition and attempts to reform the crystals from which it has been made causes graining on the outside of each piece whenever

(Turn to page 45)

BAR GOODS MANUFACTURING

★By EDWARD M. JOHNSON

WHERE do all the five cent candy bars come from? How do they originate? What are the essential factors in producing and developing a successful candy bar? These are pertinent questions in a consideration of bar goods manufacturing.

It is easy to originate a five cent bar but there are many difficult problems to be solved in the production and marketing of such a bar, so that it will be a success over a long period of time.

The bar goods business came into its position as a major factor in the candy industry during the World War and the succeeding years up to the present time. Of the millions of bars which have been produced during this period, few have survived and acquired a national demand.

Now, why have the successful bars continued their popularity in a large way? Why have many others failed?

How Some Bars Originate

First let us consider how a lot of bars originate. Some manufacturers decide upon a bar in much the same manner as a novice follows in betting on a horse race. He knows nothing about the horses, never having studied a form sheet. He picks a certain horse not because he has a full knowledge of the horse or its chances of winning the race, but because he likes this particular horse's name or the colors under which the jockey is riding. He plays a hunch with the hope that he has picked a winner. If, on the other hand, he makes a study of the form sheet and has some knowledge of a particular horse's chance of winning, he at least eliminates a considerable amount of the hazard.

In a similar manner, a candy manufacturer will choose to promote a given bar which his candy maker has concocted, without giving much study and thought as to the public's acceptance of such an article in relation to its character, taste, and eye appeal.

Futility of Imitations

Again, a manufacturer will deliberately imitate an established and successful bar which is on the market. But we all know that imitation goods yield imitation results. If you don't believe it, ask the man with the wooden leg.

In trying to imitate a bar that is on the market in a big way, the imitating manufacturer must have all the facilities equal to the original manufacturer in order to produce the same bar of equal quality

A CLEAR-CUT analytical discussion by an engineer of extensive experience in bar goods manufacturing and straight-line production

and size. In practically all cases the successful bar is being produced by the most modern economical production methods, and is made of the highest possible quality of material, and is sold on a close margin of profit. Also the original manufacturer is constantly working toward bettering his product, so that he can give the public greater value for its nickel. Therefore, without equivalent facilities and equal ability in manufacturing and marketing the piece in question, the imitating manufacturer operates under a great handicap in this respect.

Of course it is needless to say that in regard to this question of imitating goods, the question of fair trade practice is involved. Furthermore, customers in the distribution field will always prefer paying a little more for the original standardized product, on which they have built successful sales, rather than purchasing inferior goods at a lower price.

Planning a Bar

Careful thought and study of the problems involved will go a long way toward eliminating many mistakes when a manufacturer develops his own idea.

Even when all the factors are taken into consideration, and when the utmost thought and planning have been carried out, and every person interested concedes that the article is from every standpoint a good one, it is no assurance that the bar will be a great success. The public's taste is very fickle, and no person can predict what will be generally acceptable. But experience has taught us, to a great extent, what is not acceptable and what should be avoided.

After the manufacturer, by experimenting, has developed what he considers to be a good bar, it is well to consider, first, what are the facilities in his plant for manufacturing this piece of merchandise in an economical way.

Next must be considered the nature of this candy. It should be one which meets the popular demand of the consuming public. A study should be made to determine what is the popular taste; whether or

RANDOM SELECTIONS
OF WELL KNOWN
CANDY BARS



not the piece should have a hard or soft center; whether it should contain nuts—and, if so, what kind. If the bar is to be coated, what kind of chocolate blends best with this particular center? Then the question of the richness of the bar, and its size and shape must be decided. Its size will largely be determined upon the cost of materials and cost of production. If it is a very rich bar, obviously, its size should be limited to the ability of the average person to eat this amount of candy.

After the character of the proposed bar has been determined and samples made to satisfy all other questions as to its desirability, careful consideration and tests should be made to determine the shelf life of the piece and how it will react under various climatic conditions. The manufacturer knows that provision must be made for prolonged shelf life and the ordinary abuse given bar goods on its way to the consumer.

The name of the bar is of vital importance. Fre-

quently a five cent piece of this type which is named after some person prominent in the public eye does not outlive the popularity of the individual after whom it is named. On the other hand, such a name does give a great impetus to its first sales. A name descriptive of the goods is sometimes difficult to obtain copyright on, and, in this event, a coined name must be used.

In designing the wrap and the box, careful study should be made of the color scheme and the design, so that when the bar is on display it will have attractive eye appeal and will draw the consumer to it. As to the box, if it is desired to use a printed or lithographed wrapper, it should conform to the drawing and color scheme of the bar wrap.

Many manufacturers are finding it profitable today to employ the services of a competent artist or package designer to develop the right sort of package, which will reflect the character and worth of the contents and thus obtain the maximum sales appeal.

If this bar has the merit and appeal to the consuming public that it should have, after all the foregone efforts to produce the ideal candy bar, there should be enough margin figured to enable the manufacturer to put a certain amount of advertising and sales effort behind it to enable him to get desirable distribution.

If the bar proves acceptable, the increased volume will justify a more and more elaborate program of sales effort and advertising expenditure.

Straight-Line Production Key to Low Cost

As intimated above, besides the element of quality, the *economical production* of bar goods is the key to successful competition in this field today. This important fact will be increasingly true in the future. In the production of this type of goods, for instance, hand operations are fast becoming obsolete.

In the manufacture of bar goods, these items lend themselves particularly well to straight-line production methods, and a successful bar goods manufacturer must eventually put his production on such a basis. This applies to existing bars as well as to those developed in the future, which should be designed with this production method in mind.

In developing a production line for the handling of such items, there should be eliminated every possible gap in continuous production, and insofar as possible all rehandling should be eliminated. Thus the item should have no interruption in its process, and should have continuous movement from raw material to the finished piece packed ready for shipment.

If, due to the nature of the piece, some of its component parts require a cooling or setting process,

involving time, the work should be so co-ordinated that these items or parts reach the production line in their finished state to meet with others at the proper place of assembling.

For example, one may have a cream piece and a marshmallow portion which must go together, perhaps with chocolate as a binding medium, and perhaps with nut meats on top. Each of these items must come to the main production line at the correct point, and in the proper volume so there will be no delay or confusion in their assembly to complete the bar. The bar should continue through any other process that may be needed—such as heating and cooling, and, if coated, eventually reaching the coating machine where it is coated and the chocolate set—without interrupting its forward movement. It should then continue on its way to the wrapping tables or wrapping machines, as the case may be, where the bars are wrapped and boxed. The boxes here meet other conveyor and inspection lines which carry them to the cartoning machines or boxes, where they are prepared for shipment.

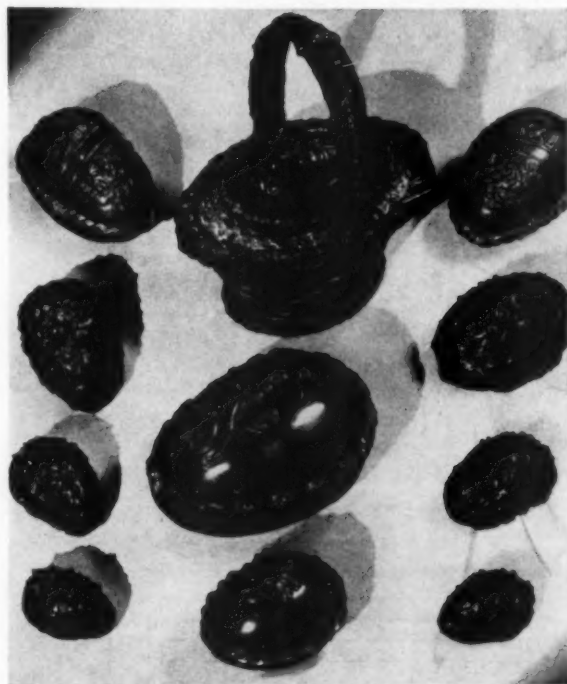
Many manufacturers have developed bars that have created reasonable sales, but their manufacturing methods are still in the undeveloped stage. Possibly, by the use of modern methods, these items could be produced much cheaper and the quality improved, thus enabling the manufacturer to devote more effort to the enlargement of sales of such items, thereby increasing profits.

Straight-Line Adaptable to Other Items Along with Bar Goods

A production line such as we have described in a general way above may also be utilized by a general line manufacturer in making various items by the proper co-ordinating and scheduling of his production. In some cases, he may not require the full output of a production line geared up particularly for bar goods. In this event, he can schedule his production in such a way that various items will move over this same line behind each other in an orderly procession, and eliminate much wasteful handling. Thus he will obtain maximum efficiency and continuous production without costly delays.

In summing it all up, nearly all successful bars are developments from small sales to national distribution, and the manufacturers, realizing in the beginning that they had great potential possibilities in their items, developed their manufacturing methods along with their sales. They were thus able to meet the demand which arose from constant effort of careful manufacture and persistent sales promotion. Many a good bar which may have reached a national distribution has been lost in the scramble because the cost of faulty production methods was too high and the manufacturer had no margin and incentive to push his product.

Some Notes on TRIMMING UP THE EASTER LINE



WITH the coming of the birds and blooming of the flowers in the Springtime, when Mother Nature is at her creative best, the artistic temperament of the candy maker responds to the beauty of it all in the many creations that he prepares for Easter.

The Easter season has long been suggestive of eggs, chickens, rabbits, lambs and floral decorations, but these can be elaborated upon in numerous ways to offer the selective consumers a delightful variety of novelty confections. A beautiful sentiment prevails at Easter time, and both children and their elders enjoy expressing that spirit with the sweets of the confectioner. Thus we have two classes of Easter specialties; the small eggs, bunnies and feathered novelties in fancy baskets for the kiddies, and the large variety of both cream and chocolate shell eggs for the grown-ups.

Use Good Materials

The best of materials should be used in all of these creations. The fact that the candies of this season are made so extensively in novelty form is no excuse for the use of poor ingredients. Quality is important in these things just as in all other confections. If anything, goods should be even better than usual at this

★ By **GEORGE A. EDDINGTON**

Factory Manager, Archibald Candy Co.
Fannie May Candy Shops, Chicago

time, as nearly everybody buys candy in some form at Easter and it therefore offers the opportunity to acquire new customers.

Since so much Easter goods is either chocolate coated or moulded chocolate, I believe we ought to emphasize that special attention should be given to the selection of chocolate—now as well as always. Likewise this selective care should be applied to all ingredients.

Extreme care and attention also should be given to the flavorings. The very best is the cheapest in the long run. When you buy flavors that are right, you eliminate the guesswork and get uniform results. After all, when everything is said and done, it is the taste that tells the story. That is what the candy business is built upon. This same principle of importance also applies to the fruits and nuts, which should be of first class quality.

Uncoated Shell Eggs

Of course we always have the staple Easter items, but why not put a little extra effort into it and make some pieces that are a little more outstanding? For instance:

You have your molds already in the shop. Why not cook up a small batch of hard nut nougat, made with blanched almonds or blanched peanuts, and make an uncoated nougat egg shell? For instance, make a hard nut nougat as follows:

- 5 lbs. sugar.
- 5 lbs. corn syrup.
- 2½ lbs. blanched nuts.

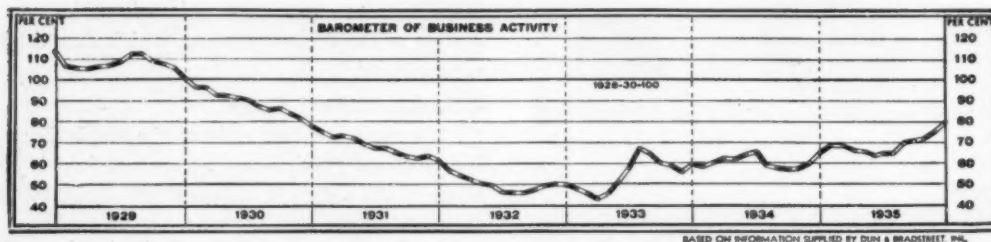
The method is to put the batch on the fire with 3 pints of water. When it comes to a boil, roast the nuts in the batch. When it comes to a boil, roast the nuts in the batch. Pour out on the slab in a mass. When it is cold enough to handle, put it on the heater board in front of the gas heater. Take off a small portion and fashion with the fingers into an egg shell mould. Put each half in front of a fan to cool, then take a pair and put them together—with three or four jelly beans inside to make a rattle. The egg can then be glazed with confectioner's glaze if you wish, or left plain. Then you decorate the seam with white royal icing. The rest is up to the decorator.

Pastel shades of hard candy egg shells can be made the same way. They can be filled with a nut or fruit fondant, or marshmallow. And you can even go so far

BUSINESS MAP SHOWS GREATER WHITE AREAS



This map represents business conditions in every state of the Union as shown in February, 1936, issue of "Nation's Business" official publication of the United States Chamber of Commerce.



as to include an almond paste yolk, which is placed in the marshmallow while it is soft, and before the egg is closed up. Then the decorating can be done to suit. I find that on these pastel shade eggs, if they are decorated with sweet chocolate they make a very nice appearance.

"First Principles"

Many of these specialties were made years ago but have been discontinued because of the amount of work involved, but I am still of the opinion that nothing is accomplished without labor. We used to make such items to please our customers because we figured that a well pleased customer was a customer made.

Now for some of the other possibilities. Marshmallow and jelly both lend themselves nicely to Easter goods. The marshmallow gives a desirable bulk and its consistency and color are very appropriate. From the production standpoint, marshmallow eggs are easily handled and can be made in great quantities because of the available machinery for producing these lines.

The marshmallow eggs of course can be either dipped or panned. These items, like the jelly eggs, are staple items, and are necessary to go with or fill novelties. These are made year after year, and unfortunately have suffered in quality like some other types of large-volume merchandise which have been affected by price cutting.

Fancy Cream Filled Eggs

In further reference to fancy eggs, we have the cream filled solid egg, filled with nuts and fruits and made in various sizes, and double dipped in either milk or sweet coating. In order to produce these eggs it requires a dipper of some experience to properly shape them. Those who do not have such dippers find it easier to buy moulds of desired size and cast the shells. Then fill with the nut or fruit fondant. They are stuck together and rough dipped, thus giving the rough dipped effect, and are not so apt to burst when thus finished.

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Hershey's New Windowless Office Building

THE latest contribution of Science to the confectionery industry and business in general is the new windowless building containing the offices of both the Hershey Chocolate Corporation and the Chocolate Sales Corporation at Hershey, Pa.

Accurately controlled temperature and humidity and modern lighting make this office building independent of outside weather conditions. It is regarded as the latest development in providing artificial working environment as an improvement over the usual daylight conditions of changing light and weather. It also gives the workers complete isolation from outside noise.

The building is 151 feet wide and 350 feet long, having a basement and three stories above ground. The walls are constructed of native limestone and trimmed with Indiana limestone. The roof is a dead level deck where at all times there is about 2½ inches of water which will act to some extent as an insulator.

The first floor is largely devoted to the Reception Lobby, Visitors Department, and private offices for the executives and junior executives.

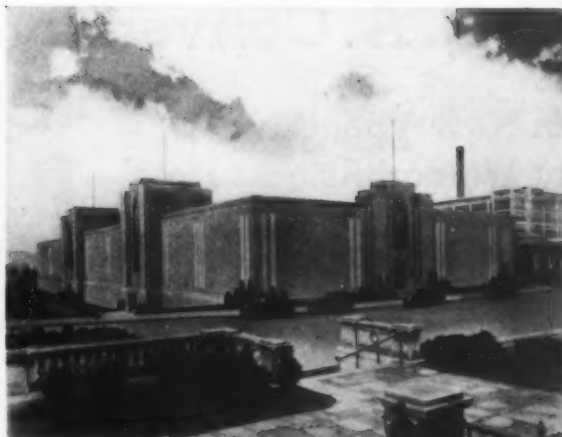
The second floor contains general offices for Order Approval, Credit, Order and Billing, Filing and Traffic Departments in an unbroken line.

Lighting is indirect, throwing approximately 95 per cent against the ceilings and sidewalls. Conditioned air is maintained at proper temperatures and humidities at all times. Employees are informed of outside conditions by means of an electric indicator and chart in each office.

To facilitate the handling of mail and minimize messenger service, special small box type elevators connect the Receiving Department with the Mailing Desk. A pneumatic tube system connects the Traffic Department with the Shipping and Stock Rooms of the plant for the rapid, safe delivery of all orders.

Construction costs of this modern building are said by Hershey officials to have been less than if it had been of the conventional type with windows. Maintenance charges are kept correspondingly low.

PHOTOS at right show views of the sensational new modern office building of the Hershey Chocolate Corporation. Windowless, air-conditioned and indirectly lighted. Science's latest work to aid workers at Hershey, Pa. Reading top to bottom: Exterior view of this building, which cost less than if it had windows. Lobby, with ceiling of special acoustic plaster, reflecting soft colors of indirect light. Visitors' Room, through which as many as 2,000 visitors pass in a day; Hershey products on display here. Credit Department, each desk indirectly lighted; ceilings of cork, floors of linoleum. Each office has electric indicator of outside weather, as employees are isolated from noise and temperature changes.



N. C. A. Convention Date Set June 8 to 12

In New York City at Waldorf-Astoria Hotel

William F. Heide, Chairman
General Convention Committee;
C. S. Allen Heads Exposition

PLANS are well under way for the 53rd Annual Convention and the 13th Annual Exposition of the National Confectioners' Association, to be held June 8 to 12, at the Waldorf-Astoria Hotel in New York City. Within the past month practically all of the committee chairmen have been named.

William F. Heide, was appointed General Convention Committee Chairman, and A. M. Kelly is Vice Chairman. Claude S. Allen was named to head the Exposition Committee. The Exposition Management will again be in charge of Roberts Everett Associates.

Other committee chairmen are as follows: Herman L. Hoops, Entertainment Committee; Charles F. Haug, Dinner Dance Committee; Frank Kobak, Reception Committee; John H. Forsman, Chairman, and David O'Connor, Vice Chairman of the Golf Committee.

The program for the Production Men's Forum is:

Another interesting Forum for Production is expected to be held, and program details will be announced later.

Various provisions relative to the convention were discussed by the Executive Committee at its recent session held in Washington, D. C. At the suggestion of President Brock, it was decided that a time should be allotted during the convention to introduce exhibitors and members of the trade press to the manufacturers assembled for general meetings. Other Convention features discussed will be announced at a later date.

Industry Affairs Discussed in Washington Committee Session

The Executive Committee of the N.C.A. held a one day session in Washington, D. C., Saturday, February 1.

In addition to the committee members, A. M. Kelly, Chairman of the Legislative Committee, and W. Parker Jones, General Counsel, were in attendance. Mr. Kelly presented a report dealing with the activity of the Legislative Committee during the past few months. W. Parker Jones, in discussing the processing tax situation, suggested that candy manufacturers apply for a refund of processing taxes on floor stocks on such items as Corn Syrup, etc. He stated that the proper form to use for such application is Form 843.

Paul F. Beich of Paul F. Beich Co., Bloomington,



Waldorf-Astoria Hotel, New York, where N. C. A. Convention will meet.

Ill., and W. Parker Jones, General Counsel, were selected as delegates to the Chamber of Commerce of the United States. Mr. Beich will also act as Councillor representing the N.C.A. at the National Chamber Sessions.

Officers present were: W. E. Brock of Brock Candy Co., Chattanooga, Tenn.; H. R. Chapman of New England Confectionery Co., Cambridge, Mass.; C. H. Woodward of John G. Woodward & Co., Inc., Council Bluffs, Iowa, and J. L. Rubel of National Candy Co., Chicago, Ill.

Executive Committee members present were: W. C. Dickmeyer of Wayne Candies, Inc., Fort Wayne, Ind.; Ira Minter of Minter Bros., Philadelphia, Pa.; George T. Peckham of National Candy Co., St. Louis, Mo.; W. W. Reid, Jr., of Charms Co., Newark, N. J., and Max F. Burger, Secretary of the N.C.A.

Chicago Traffic Association Elects

THE annual meeting of the Confectioners' Traffic Association was held at the Palmer House, Chicago, January 30. The following were elected as an Executive Committee:

M. E. Connelly, Curtis Candy Co., Chairman; O. L. Foxvog, Williamson Candy Co., Sec'y-Treas.; P. J. Klein, Cracker Jack Co.; A. F. Dirksen, Chicago Candy Ass'n; R. D. Reeds, E. J. Brach & Sons; David Dunn, Wm. Wrigley, Jr., Co.; A. E. Hueneryager, Zion Industries, Inc.; M. A. Ericson, Shotwell Mfg. Co.; C. J. Hafner, Reed Candy Co.

The Executive Committee has been active in securing the extension of the expiration dates of the emergency rates on candy in the various territories from March 31 to June 30, 1936.

The group has expressed opposition to the cancellation of the effective date of the pick-up and store door delivery service of the western lines. The meeting was also informed that the Executive Committee has been very active in trying to secure as permanent rates the present low level of trucking rates.

J. Edward Rowe of Ross & Rowe, Inc., New York City, has left on the Cunard Liner, "Britannic" for a three weeks' cruise through the Caribbean Sea, stopping at Granada, Havana, Panama, Trinidad and the Virgin Islands.



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Home Makes; 10c-25c Package Candies

Code 2A 36

Assorted Chocolates—3 ozs.—15c

(Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good.

Box: One layer, buff color, printed paper band used, but no printing on box.

Appearance of Box on Opening: Good.

Number of Pieces: 8 pieces.

Dark Coating.

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Centers—

Molasses Plantation: Good.

Caramallow: Good.

Nut Nougat: Good.

Vanilla Cream: Good.

Raspberry Cream: Good.

Peppermint Cream: Good.

Vanilla Caramel: Good.

Fudge & Cream: Good.

Assortment: Good.

Remarks: This is a good small package. Candy is of good quality and well made.

Code 2B 36

Licorice Mix—5 ozs.—10c

(Purchased in a retail candy store, Boston, Mass.)

Appearance of Package: Good.

Printed transparent cellulose bag.

Assortment: Good.

Colors: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good package of licorice candy, well made and with a very good true licorice flavor. Most licorice candy is not licorice, most of it is flavored with Anise and colored with black color.

Code 2C 36

Candy Meats—3 ozs.—15c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Fair.

Box: One layer, white printed in blue.

Appearance of Box on Opening: Good.

Candy is made to look like meat and bacon.

Colors: Good.

Texture: Tough.

Flavor: Good.

Remarks: Box having a false bottom is deceiving to the consumer. Candy was very well made to represent meat and bacon. Did not eat good. Suggest candy be made softer and the proper size box be used.

Code 2D 36

Assorted Sugar Sticks—4 ozs.—10c

(Purchased in a drug store, New York City.)

Appearance of Package: Good. Open face tray, transparent cellulose wrapper.

Ten sticks.

Colors: Good.

Gloss: Good.

Stripes: Good.

Flavors: Good.

Remarks: Sticks were well made, packed well and were of good size. Makes an attractive hard candy package.

Code 2E 36

Chocolate Peppermint—5 ozs.—25c

(Purchased in a department store, New York City.)

Appearance of Package: Good.

Box: Full telescope, red, gold, orange and white. Printed in white, transparent cellulose wrapper.

Appearance of Box on Opening: Fair—See Remarks.

Number of Pieces: 16.

Chocolate Coating: Dark.

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Center—

Texture: Fair.

Flavor: Fair.

Remarks: Center needs checking up, flavor is not strong enough. Peppermints are not up to the standard of this price chocolates. Two pieces broken upon opening box and these broken pieces spoiled the appearance of the other pieces.

Code 2F 36

Miniatures Chocolates—4 ozs.—25c

(Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good.



Home-Mades and 10c-15c-25c Packages of Various Kinds of Candies.

Box: One layer, gold paper, printed in black bands, transparent cellulose wrapper.

Appearance of Box on Opening: Good.

Number of Pieces: 27.

Chocolate Coating: Dark.

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Centers—

Glacé Pineapple: Good.

Maple Walnut Cream: Good.

Pistachio Nougat: Good.

Vanilla Nougat: Good.

Vanilla Cream: Good.

Vanilla Caramel: Good.

Sponge Stick: Good.

Ting Ling: Good.

Chocolate Cream: Good.

Orange Cream: Good.

Butterscotch: Good.

Jelly: Could not taste any flavor.

Half Dipped Almond: Good.

Assortment: Good.

Remarks: Candy is well made and of good quality. A box of this type if made right is a good way of building up good will. When the consumer is going to purchase a one pound box, he will look for the same name.

Code 2G 36

Assorted Chocolate Fruits & Nuts—4 ozs.—25c

(Purchased in a department store, New York City.)

Appearance of Package: Good.

Box: Full telescope two layer, gold and blue, printed top, tied with red and green grass ribbon.

Appearance of Box on Opening: Good.
Number of Pieces: 18.

Chocolate Coating: Dark.

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Centers—

Nut Taffy: Good.

Molasses Chew: Partly grained.

Jap Jelly: Good.

Chocolate Nut Caramel: Good.

Glacé Cherry: Good.

Glacé Pineapple: Good.

Chocolate Paste: Good.

Chocolate Caramel: Good.

Peanut Butter Blossom: Good.

Fig: Good.

Peanut Cluster: Good.

Date: Good.

Brazil: Good.

Glacé Cherry: Good.

Assortment: Good.

Remarks: This is one of the best 25c packages of this kind that the Clinic has examined this year. Candy is well made and the quality is good.

Code 2H 36

Peanut Brittle—8 ozs.—10c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.

Box: Plain chip board. Foil wrapper. Printed in red and blue. Attractive looking.

Appearance of Box on Opening: Good.
Wax liner.

Color: Good.

Texture: Good.

Taste: Good.

Peanuts: Well roasted.

Remarks: This is a good box of peanut brittle, well made and cheaply priced at 10c. Foil wrapper kept the brittle in fine condition.

Code 2I 36

Assorted Caramels—1 lb.—28c—Sold in bulk

(Purchased in a department store, Chicago, Ill.)

Chocolate nut and vanilla nut caramels—transparent cellulose wrapper.

Vanilla Caramels—

Color: Good.

Texture: Good.

Taste: Good.

Chocolate Caramels—

Color: Good.

Texture: Good.

Taste: Good.

Remarks: Good eating caramels cheaply priced at 25c the pound. One of the best that the Clinic has examined at this price.

Code 2J 36

Toffee—3 ozs.—10c

(Purchased at a drug store, Chicago, Ill.)

Appearance of Package: Good. Printed transparent cellulose. Assorted colored paper wrappers.

Toffee—

Color: Good.

Texture: Good.

Taste: Good.

Remarks: Wrapping carelessly done, some of the wrappers were off of the candy. Candy is well made and good eating. A trifle high priced.

Code 2K 36

Peppermint Flavored Chocolate Bar—8 ozs.—15c

(Purchased in a cigar store, New York City)

Appearance of Bar: Good. Silver paper wrapper, printed in green, inside foil wrapper.

"Step Up"

**BULK JELLY
QUALITY**

KEEP YOUR COSTS DOWN

use

Exchange

CITRUS PECTIN

for

CONFECTIONERS

*New Faster-Made Pieces Are
More Tender and Stay Fresher.
Send for Samples and Details*

The way to improve the quality of your bulk jelly goods and yet keep the cost down is simply this: Use the best jellifying ingredient, Exchange Citrus Pectin for Confectioners.

It makes clear, sparkling, tender, fresh-keeping pieces—pieces with any desired degree of tart-

ness, hence with more refreshing flavor.

It lets you get a day's run of goods out in a day because it sets quickly. No drying room is needed. Ideal for bulk packing.

To prove these advantages to yourself at no expense, mail the coupon for free samples and complete cost and production information.

California Fruit Growers Exchange
Products Department, Sec. 202
Ontario, California

We accept your offer to send us a generous sample of Exchange Citrus Pectin and formulas, together with complete instruction manual.

Company

Street

City

Mark for attention of

Size of Bar: Good.
Chocolate Coating—
Color: Dark; good.
Gloss: Good.
Moulding: Good.
Taste: Good.
Peppermint Flavor: Good.

Remarks: This bar is new on the market. Chocolate is well made, good eating and has a good peppermint flavor. Bar ought to be a good seller.

Code 2L 36

Black Walnut Squares—1 lb.—39c
—Sold in bulk

(Purchased in a department store, Chicago, Ill.)

Appearance of Piece: Good. Wax paper wrappers.

Color: Good.
Texture: Good.
Taste: Good.
Nuts: Good.

Remarks: This is a good eating nut taffy, well made.

Code 2M 36

Chocolate Coconut Crispies—1 lb.
—29c—Sold in bulk

(Purchased in a department store, Chicago, Ill.)

Appearance of Piece: Good. Piece is made in the form of a cluster from light chocolate and toasted coconut.

Color: Good.
Texture: Good.
Taste: Good.

Remarks: This is a good eating coconut piece, cheaply priced at 29c the pound.

Code 2N 36

Chocolate Coated Honeycomb Chips—1 lb.—35c

(Sent in for Analysis—No. 4202-36)

Appearance of Package: Good.

Box: One-layer, gold moire printed in brown. Amber transparent cellulose wrapper. Neat and attractive.

Appearance of Box on Opening: Good.
Number of Pieces: 72.

Coating—

Color: Dark; good.
Gloss: Good.
Strings: None.
Taste: Good.

Molasses Sponge Center—
Texture: Good.
Taste: Good.

Remarks: This box is cheaply priced at 35c the pound. Quality is of the best. Center is well made. One of the best pieces of sponge the Clinic has examined for some time.

Code 2O 36

Sugar Buttered Peanuts—1 lb.—25c

(Sent in for analysis—No. 4204-36)
Appearance of Package: Good.

DUE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.

Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.
—Editor.

Box: One-layer, white, printed in silver, tied with red grass ribbon.

Appearance of Box on Opening: Good.

Peanuts—

Size: Good.
Color: Good.
Sugar Coating: Good.
Texture: Good.
Peanuts: Good.
Taste: Good.

Remarks: This is one of the finest sugar coated peanuts the Clinic has examined for some time. Very well made. Peanuts exceptionally large and of good flavor, well roasted. Cheaply priced at 25c the pound.

Code 2P 36

Assorted Chocolates—Round Tin
—3 lbs.—\$1.50

(Sent in for analysis—No. 4206-36)

Appearance of Package: Good.

Box: Round tin, valentine top, printed in red and white. Neat and attractive valentine box. Separate carton.

Appearance of Box on Opening: Good.

Contents: Chocolate dark coated, 62 pieces; light coated, 5 pieces; nut taffies, 4 pieces; bon bons, 6 pieces, nonpareil wafers, 3 pieces; caramels, 4 pieces; wrapped nougat, 2 pieces; coconut squares, 2 pieces; half-dipped gum and cream, 4 pieces.

Coatings—

Colors: Good.
Gloss: Good.

Strings: Good.
Taste: Good.

Dark Coated Centers—

Vanilla Creams: Good.
Orange Creams: Good.
Maple Walnut: Good.
Vanilla Pecan Nougat: Good.
Vanilla Caramel: Good.
Raspberry Cream: Good.
Soft Butterscotch: Good.
Nut Taffy: Good.
Date: Good.
Chocolate Creams: Good.
Jelly: Good but lacked flavor.
Butterscotch and Cream: Good.
Nut Cream: Good.
Vanilla Coconut Paste: Good.
Pink Jelly: Poor flavor.
Orange Peel: Good.
Vanilla Pecan Top Cream: Good.
Ting Ling: Good.
Pecan Cluster: Good.
Brazil Nut: Good.
Almonds: Good.
Bon Bons: Good.
Coconut Squares: Good.
Half-dipped Gum 7 Cream: Good.

Milk Chocolate Coated Pieces—

Glacé Pineapple: Good.
Vanilla Buttercream: Good.
Caramel and Fudge: Good.
Nut Truffles: Good.
Caramels: Good.
Wrapped Nougat: Good.
Nonpareils: Good.

Assortment: Good.

Remarks: This is a "bang up" box of candy. Candy was well made, well packed and quality is good. Cheaply priced at \$1.50 for 3 pounds. One of the best boxes of this type that the Clinic has examined this year. Suggest the jelly pieces be left out of the assortment.

Code 2Q 36

Assorted Chocolates—1 lb.—39c
(Sent in for analysis—No. 4203-36)

Appearance of Package: Good.

Box: White, one-layer, printed in gold, tied with red ribbon.

Appearance of Box on Opening: Good.
Number of Pieces: 34.

Coatings: Dark and Light.

Colors: Dark, too dark; light, good.
Gloss: Good.
Strings: Good.
Taste: Fair.

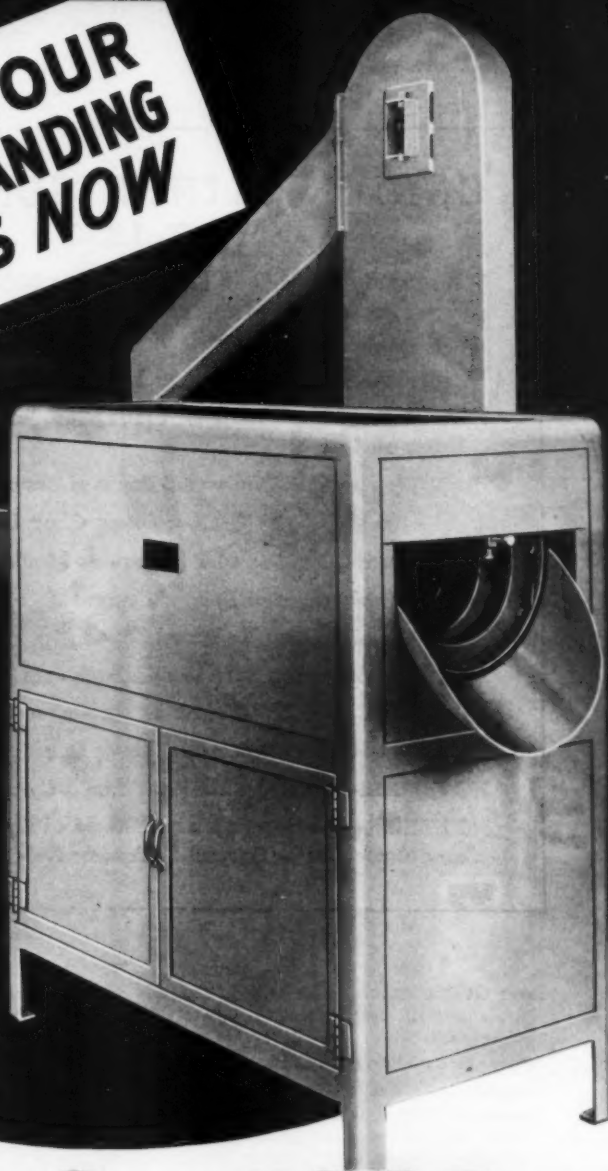
Dark Coated Centers—

Chocolate Cream: Good.
Pink Cream: Could not taste any flavor.
Orange Color Cream: Could not taste any flavor.
Lemon Cream: Flavor not strong enough.
Light Brown Cream: Could not tell if the flavor was coffee or maple.
Sponge Chip: Good.

Light Coated Centers—

Light Colored Orange Cream: Could not taste flavor.
Vanilla Cream: Good.
Belmont Chocolate Cream: Good.
Dark Cream: Could not tell if flavor was coffee or maple.

**Solve YOUR
SUMMER SANDING
PROBLEMS NOW**



This machine will fit so naturally into your production, and assure such an easy solution to your "sugar sanded" problems, you simply cannot afford to overlook its many points of superiority.

THE Baker Perkins Sugar Sander improves both the quality and the appearance of your gums, jellies and hard candies. The sugar coating is uniformly applied over the whole area of each piece to protect it from the atmosphere and to make it pleasing to the consumer.

A patented device at the discharge end of the steaming conveyor separates the pieces which may have become stuck together, either during the steaming operation or prior to their delivery to the sanding machine. As soon as the separation is made each individual piece is given a shower of sugar before it is allowed to drop into the rotating drum. The spiral in the drum gently rolls the pieces about in the second sugar bath until they are uniformly coated.

General Offices and Factory, Saginaw, Michigan
Eastern Sales: 250 Park Avenue, New York

BAKER PERKINS

Vanilla Caramel: Good.
 Vanilla Nougat: Good.
 Pink Cream: Could not taste flavor.
 Assortment: Fair.

Remarks: Box was neatly put up and made a good appearance for a 39c box of chocolates. The candy is not up to standard, assortment contained too many creams, not enough hard and chewy pieces. The creams did not have enough flavor and in some of the pieces the flavor could not be tasted. The cream centers need checking.

Code 2R 36

Assorted Chocolates—Round Tin
 —3 lbs.—\$1.00

(Sent in for analysis—No. 4207-36)

Appearance of Package: Good.

Box: Round tin, Valentine top printed in red and white. Neat and attractive Valentine box and separate carton.

Appearance of Box on Opening: Good.

Contents: 46 double coated chocolates, 4 light coated pieces, 11 wrapped caramels, 3 foil wrapped caramels, 4 wrapped nougats, 2 wrapped chews, 13 bon bons.

Coatings—

Colors: Good.
 Gloss: Good
 Strings: Good.
 Taste: Good.

Dark Coated Centers—

Vanilla Caramel: Good.
 Nut Taffy: Good.
 Orange Cream: Good.
 Chocolate Cream: Good.
 Raspberry Cream: Good.
 Vanilla Pecan Top Cream: Good.
 Nut Cream: Good.
 Vanilla Nougat: Good.
 Pink Jelly: Poor flavor.
 Maple Cream: Good.
 Date Cream: Good.
 Butterscotch Caramel: Good.
 Vanilla Marshmallow: Good.
 Coconut Cream Crescent: Good.
 Peppermint Cream: Good.

Light Coated Centers—

Ting Ling: Good.
 Chocolate Paste: Good.
 Wrapped Caramels: Good.
 Foil Wrapped Caramels: Good.
 Wrapped Nougat: Good.
 Wrapped Chews: Good.
 Assorted Bon Bons: Good.

Assortment: Good.

Remarks: This is a good box of chocolates and home made, well made, neatly packed and box is a good Valentine number. Quality of the candy is good. Cheaply priced at \$1 for 3 lbs. Suggest that the jelly pieces be left out or their flavors improved.

Code 2V 36

Assorted Chocolates—2 lbs.—\$1.50

(Sent in for analysis—No. 4200-36)

Appearance of Package: Good.

CANDY CLINIC SCHEDULE FOR 1936

The monthly schedule of the CANDY CLINIC for 1936 (exclusive feature of The MANUFACTURING CONFECTIONER) is as follows:

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Home Made: 10c-15c-25c Packages Different Kinds of Candies

MARCH—Assorted One-pound Boxes of Chocolates up to \$1.00

APRIL—\$1.25-\$1.50-\$2.00 Chocolates; Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE—Marshmallows; Fudge; Caramels

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—All Bar Goods; 5c Numbers; 1c Pieces

OCTOBER—Salted Nuts and Chewy Candies

NOVEMBER—Cordial Cherries; Panned Goods

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

Box: Oval, color red, poinsettia in red and green, transparent cellulose wrapper.

Appearance of Box on Opening: Good.

Coating: Dark and light.

Contents: 21 pieces dark coated, 21 light coated pieces, 3 pieces of wrapped nougat, 4 pieces marshmallow jellies, 2 wrapped in foil and colored Cellophane, 10 home-made pieces, 5 bon bons, 2 sugared dates, 2 half slices pineapple.

Coatings—

Colors: Good.
 Gloss: Good on milk pieces; dark pieces had bloomed.
 Strings: Good.
 Taste: Good for this priced candy.

Dark Coated Centers—

Molasses Coconut: Good.
 Butterscotch: Good.
 Nut Nougat: Good.
 Maple Walnut Cream: Fair.
 Chocolate Cream: Fair.
 Raisin Cluster: Good.
 Nut Butter Cream: Good.
 Vanilla Butter Cream: Good.
 Vanilla Caramel: Good.
 Jap Jelly: Could not tell what flavor it was.

Vanilla Cream: Fair.
 Nut Glacé: Good.
 Glacé Cherry: Good.
 Vanilla Marshmallow: Good.

Light Coated Centers—

Chocolate Cream: Good.
 Strawberry: Bad flavor.

Butterscotch: Good.

Vanilla Butter Cream: Good.

Nut Nougat: Good.

Vanilla Cream: Fair.

Nut Glacé: Good.

Maple Walnut Cream: Fair.

Vanilla Caramel: Good.

Molasses Coconut: Good.

Brazil: Good.

Jap Jelly: Could not tell what flavor it was.

Ting Ling: Good.

Pineapple Slices: Good.

Marshmallow Jellies: Good.

Vanilla and Chocolate Caramel Nougat: Fair.

Wrapped Marshmallow Butterscotch: Good.

Wrapped Nougats: Good.

Almond Taffy: Good.

Chocolate Fudge Rolled in Chopped Nuts: Good.

Almond and Pecan Taffy: Good.

Pecan Taffy Ball: Good.

Assorted Bon Bons: Too hard to eat.

Sugared Dates: Good.

Assortment: Good.

Remarks: Box was well packed and quality is good for this priced candy. Suggest the Jap jelly pieces be left out. The bon bons will not remain in good condition unless they are crystallized. Creams have not the right body, suggest that they be made firmer. Home-made pieces were well made and good eating. Vanilla and chocolate caramel, nougat had an off taste.

Trimming the Easter Line

(Continued from page 30)

Chocolate Shell Work

Among our most appealing higher class egg novelties are the open shell chocolate eggs. They can be filled with miniature chocolates and in some instances gifts other than confections are placed in them, before finishing. These are run either in milk or sweet chocolate, and decorated in the opposite color of chocolate, giving a two-tone effect. I think a much richer effect is thus obtained than when done with colored icings.

Some, however, can do very nice work with the royal icing. It should be said that in using icing precaution should be taken against using too dark colors, as they become unappetizing.

Now we come to the embossed shell egg, which is cast the same as the plain shell, and filled in the same way and sealed with just a border as shown in the photograph. This type of egg gives the confectioner decoration if he hasn't the time to do the piping.

Moulded chocolate baskets lend themselves well to filling with various eggs or candies. For a variety sometimes we eliminate the handle and arrange an attractive basket wrapped in transparent cellulose. It is well to remember that after the moulds are properly cleaned and started into production, they should be handled as little as possible between each filling, to avoid finger marks and sticking.

As we have indicated, everything is decorative at Easter time and pink, white, lavender and violet colors predominate at this time. We trim up the regular line of candies with these colors introduced into numerous pieces, such as hard candies, bon bons, jellies, etc. Floral decorations that can be purchased from supply houses, or made previously, are used to embellish bon bons and patties.

These are just suggestive of the many delicate confections that are familiar to candy makers, but we mention them to refresh the memory.

Hard Candy Nests

At the last minute there are the various nests to be made of spun sugar in different colors. These are very nice for children when filled with speckled eggs. It is not well to make these very far in advance because they are so greatly affected by the weather.

Hard candy nests should be mentioned, too. These are made by taking a small bowl and pulling out the candy quite thin and then shaping it around the form in nest fashion. We usually finish these nests with birds or flowers.

The peak of the candy maker's creative and decorative art is accomplished in the production of beautifully woven hard candy baskets, filled with candy roses or other spring flowers, and decorated with ribbon. These are creations for families, party groups, and festive occasions. We will cover the details of making these baskets in another article.



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*Let us submit samples of both Vanilla and Milk
Chocolate Coatings to blend right with your
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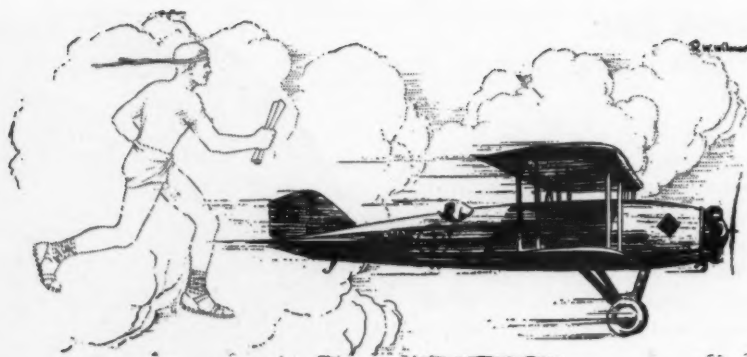
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SALT LAKE CITY, UTAH

W. H. Bantz Company





M. C. MAIL EXCHANGE

WHERE READERS SPEAK THEIR VIEWS AND QUESTIONS ARE ANSWERED

Commercial Caramel Formulas Standup Type and Rolls

INQUIRY: "Will you kindly send us a formula for making unwrapped caramels for wholesale trade to retail at 20c per pound, and also, in the same price range, a formula for making Caramel Cream Rolls, i. e., a round piece with a caramel jacket and cream center."—Massachusetts.

REPLY: We are stating below formulas for a caramel cream roll and a standup caramel. We doubt very much whether either one can be sold through a jobber and retail for 20c per lb. It is very hard to make a wrapped caramel to retail at this price, to say nothing of an unwrapped caramel. The formulas follow:

COMMERCIAL STANDUP CARAMEL

- 40 lbs. caramel paste or condensed whole milk
- 48 lbs. corn syrup
- 15 lbs. sugar
- 11 lbs. coconut butter
- Salt and vanilla to suit

Method: Put the condensed milk or caramel paste into a kettle that is fitted with stirrers, and add an equal quantity of corn syrup and let the stirrers run without heat until the two are mixed. If the stirrers are not efficient mixers, add part or all of the sugar, as this will help to secure a quicker and more perfect mix. After mixing, add all of the ingredients except the flavor, and turn on a little heat until the fat is melted and mixed. Then turn the steam on full and cook to the desired degree of hardness. Add flavor and handle the batch as usual.

CARAMEL ROLL

- 20 lbs. caramel paste or condensed whole milk
- 50 lbs. corn syrup
- 3 lbs. coconut butter
- 10 lbs. invert sugar
- 6 ozs. salt
- 15 lbs. sugar
- 10 lbs. flour
- 15 lbs. fondant 80-20 (cooked to 240 degrees)
- 1 oz. lecithin.

Method: First dissolve the lecithin in the coconut butter. Then without adding heat place the caramel paste and half of the corn syrup in a double action stirring kettle and mix thoroughly. If the

stirrers are not efficient mixers, add part or all of the sugar as this will help to secure a quicker and more perfect mix. Then add the balance of the corn syrup, coconut butter, salt, invert sugar, sugar and continue to mix without cooking until the fat is melted and a good emulsion is formed. Then turn on steam and cook to a hard ball. Turn off the steam. Sift the flour into the batch and mix thoroughly. Then add the fondant, flavor and color if desired and mix thoroughly. Spread the batch on a slab and cool.

CENTER FOR CARAMEL ROLLS

- 20 lbs. sugar
- 4 lbs. water
- 5 lbs. invert sugar
- 10 lbs. corn syrup
- 25 lbs. fondant 80-20 (cooked to 244°)
- 5 lbs. frappe
- 3 lbs. hard coconut butter
- ½ oz. lecithin

Instructions: Dissolve the lecithin in 4 ozs. of the coconut butter. Boil the sugar, water, corn syrup and invert sugar to 255° F. Turn off the steam. Add the coconut butter, fondant and dissolved lecithin solution; mix until the fondant is dissolved. Then add the frappe, flavor and color as desired. Cool the batch to 150° F.; then spread on the sized caramel sheets.

Problem of Proper Storage Temperatures and Humidities

INQUIRY: "Will you kindly inform us of the desirable storage temperature for packed chocolate goods and other general line items, such as panned goods, gums and jellies, bon bons, fudge, etc.? We have five storage rooms in our building, three of which are unheated and are subject to variations of temperature ranging from sometimes below freezing up to 70°. Owing to these variations both in cold weather as well as the heat of the summer, we are troubled with sweating, loss of gloss, and chocolates whose centers have not creamed up.

"Three of these rooms in particular are giving us trouble; one in the basement, another on the second floor and the third is our storing room which is adjacent to our loading platform.

"We have controlled the temperature in two other

storage rooms which is apparently satisfactory for the goods stored in them. The temperature in one of these rooms, which contains chocolates ranges from 66° to 68°. The temperature of the other room, in which the chocolates and jelly goods are stored, ranges from 61° to 66°. We are interested in knowing the proper temperature and humidity conditions which should prevail in all of these storage rooms.

"After we have obtained sufficient information we shall set about to correct the situation in our shipping room. This is one of our largest storage spaces but it is difficult to control the temperature here because the doors to the loading platform are kept open too much of the time."—Candy Manufacturer.

REPLY: The following is a very rough resume of what is considered by one group of experts as proper storage conditions for various types of candy:

Hard Candy—This type of candy, in the opinion of some manufacturers, does not need any particular storage conditions as in the majority of cases it is sealed in air tight packages which have been packed in a conditioned room with a maximum relative humidity of 35. Under these conditions, it will keep in almost any storage space.

Crystallized Creams, Gums and Jellies—For this type of goods, the preferred storage conditions are a temperature of 65° to 70° F. While humidity is relatively unimportant, due to the high percentage of moisture contained in such pieces, it should never exceed 65.

Marshmallows—Of all types of candy, marshmallows require the most exacting storage conditions. In order to maintain their freshness, relative humidity should be kept as close to 72 as possible, and the temperature should not vary beyond the limits of 70° to 75° F.

Chocolate Goods—Chocolate goods should preferably be stored at a temperature of 65° F., with the relative humidity never exceeding 55. While storage at lower temperatures will not injure the chocolate, it is important not to remove chocolates from cold temperatures to warm temperatures except through gradual steps. To illustrate, if chocolates stored at a temperature of 50° are immediately taken to a temperature of 75°, moisture will condense on the surface, giving sugar bloom. However, if the chocolates started at 50° are transferred to a room of 55° for several hours, and then to 60° and so on up to the higher temperature, no condensation will occur.

Editor's Note: Below is the view of other experts on your problem:

If the temperature conditions in the storage room are 50° to 55° in winter, they will keep perfectly so long as they are in storage and can be kept with safety. If, however, the storage temperature is up to 65° or 70°, you are apt to encounter a rapid cooling of the goods in transit, especially when subjected to very low temperatures, causing a loss in weight, due to moisture evaporation, and a greying effect due to the combination of rapid chilling and moisture loss.

They believe your condition of 66° to 68° is entirely too high for properly maintained storage temperatures. The relative humidities in the storage room during the winter should not be much above 40%, they declare, and certainly not much below 30% if you are interested in maintaining the weight of your goods.



The Last Word

★ IT TAKES several things to make good chocolate coatings. Experience, quality raw materials, technical knowledge and care in manufacture are a few of them. We should like you to try Hooton's Chocolate Coatings. You be the judge. Compare them point for point with any other coating. In flavor, in smoothness, in color, you will find these coatings offer a marked opportunity for increased sales and profit. Write for samples today.

HOOTON
CHOCOLATE CO.
NEWARK, NEW JERSEY

NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

Oil Orange Imitation

A New Fritzsche Product

FRITZSCHE BROTHERS, INC., have recently perfected an unusually fine imitation orange oil, according to an announcement just received from this New York essential oil house. Before effecting production of the unique flavoring material it was necessary to overcome certain technical difficulties which, until solved in the Fritzsche laboratories, had proven insurmountable. It is claimed that this new product reproduces with marked fidelity the true fruit effect of handpressed orange oil.

J. M. Staples Heads Westinghouse Division

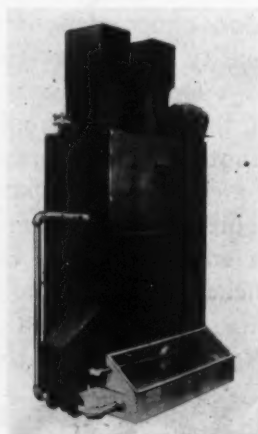
J. M. STAPLES has been appointed to head up activities with the new food industries for Westinghouse Electric & Manufacturing Co., according to a recent announcement of Bernard Lester, Ass't Sales Manager. With headquarters at East Pittsburgh, Mr. Staples will be responsible for the company's commercial activities in the industries comprising confectionery and allied industries. Mr. Staples has been in the employ of the Westinghouse Company since 1927.

York Economizer Reduces Water Use

YORK ICE MACHINERY CORP. displayed its new Economizer for the first time at the Fourth International Heating and Ventilating Show in Chicago, Jan. 27 to 31. It is designed to reduce the water consumption of air conditioning systems by about 99% depending on operating conditions.

The York Economizer is a combination forced draft cooling tower and refrigerant condenser, manufactured

Model EFB-800 in the new line of York Economizers has a capacity of 18 tons of refrigeration, based on a 30 degree F. evaporator temperature and a 75 degree F. wet bulb temperature of entering air.

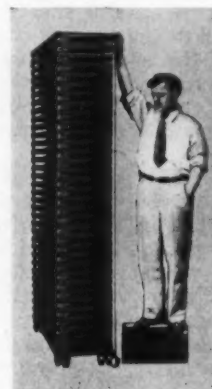


on a mass production basis. Its engineering design features are its low pumping cost, galvanized welded steel coils, low fan power requirements attained because eliminators are unnecessary, and cleanability of coils through easy removal of both front and back panels.

The Economizer is built in a number of standard factory-built models, with capacities ranging from 3 to 50 tons of refrigeration. Larger sizes are assembled to order in the field.

All Steel Candy Tray

A NEW square metal tray with pressed steel legs and grooved feet which eliminates slipping is being manufactured by Currie Manufacturing Company,



New steel candy trays—safe, strong, sanitary.

Chicago. Trays, when lifted endways, are prevented from telescoping by grooved legs on rail edges. A square stack of these trays forms a firm, rigid structure and can be used with lift truck or dollies.

Essential Oil Association Elects

FERDINAND WEBER, of Geo. Lueders & Co., was reelected President of the Essential Oil Association of U. S. A. at its annual meeting held last month at the Hotel Warwick, New York City. Other officers elected were A. D. Armstrong, of Fritzsche Brothers, Vice-Pres.; F. W. Shichweh, of James B. Horner, Inc., Secy.-Treas. R. C. Schlotterer was named to continue as Managing Director.

H. C. Ryland, of H. C. Ryland, Inc., and Kenneth Voorhees Unger and Company, became members of the Executive Committee.

Michael Lemmermeyer, head of Aromatic Products, Inc., Charles Fischbeck, President of Charles Fischbeck Co., Inc., and Gert Keller, of Schimmel & Co., became new members of the Association.

Foote & Jenks Holds Sales Meet

FOOTE & JENKS recently held the 35th annual conference of their sales staff at Jackson, Mich. Executives of the concern reviewed operations of the past year including results of research work in the company's laboratories. New candies containing new flavors were introduced. Also the staff viewed the completely remodeled manufacturing laboratory, and the new made-to-order machinery installed to facilitate strict laboratory control of all manufacturing and aging processes.

From all reports Foote & Jenks' 52nd year of flavor service will be its most helpful year to the trade.

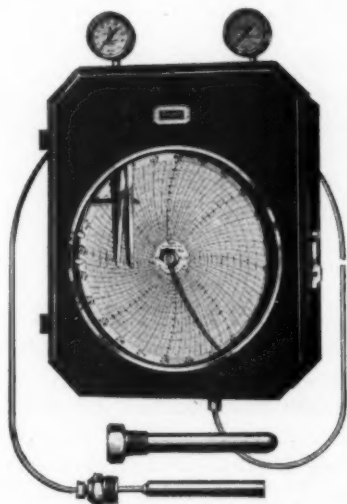
On February 10, The International Selling Corporation moved to new and larger quarters at 26-28 Beaver St., New York City.

Felton Offers Attractive Catalogue

FELTON CHEMICAL CO., INC., has just announced the publication of a new, practical catalogue of aromatic chemicals and compounds. Separate sections are devoted to various Felton products and include Aromatic Chemicals and Isolates; Terpeneless Oils; Flavor Specialties, and other chemicals in the extensive Felton line for several industries.

Taylor "Thermospeed" Separable Well Tube Systems

AFTER months of intensive research, the Taylor Instrument Companies now claim to have perfected a separable well tube system, known as the "Thermo-



Taylor's new Thermospeed separable well tube system.

speed," having a speed response in temperature measurement closely approaching that of their extremely fast bare bulb tube systems. A separable well is required on many temperature measurement and control applications to protect the temperature-sensitive bulb from corrosion.

Lund's Colloidal Black Food Color

LUND'S "Colloidal Black" Intensified Food Color is a pilot product of the Laboratories of A. A. Lund & Associates. It is a scientifically-proportioned base of colloidal carbon intensified with vegetable and aniline food colors. It is suited for use in the following products: Licorice and imitation licorice hard candies, toffees, caramels, gums, lozenges, and pastilles, jellybeans, drageés, etc. Halloween favors and decorations. Chewing gum specialties. Dark chocolates and cocoa powders.

P. C. Magnus Again Heads New York Board of Trade

AT the annual meeting of the New York Board of Trade, Percy C. Magnus, president of Magnus, Mabee & Reynard, Inc., essential oils and aromatic chemicals, was elected for the fourth successive year, as president of that prominent trade organization.

Vyse Horn Gelatine Company of Chicago have changed their corporate name to Vyse Gelatine Company.



Behind that name stands a full century of service to MANUFACTURERS of CHOCOLATE. It is a positive guarantee that machinery and equipment bearing the LEHMANN trade mark are the very finest that human skill and engineering ability can produce.

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Manufacturing Chemists EST. 1892
31 MAIDEN LANE, NEW YORK
444 N. CANAL ST., CHICAGO

Summary of Actual Costs Based on New Yardstick

As Submitted by Firms to the N. C. A.

LEMON DROPS

Style and weight of package: 30-40 lb. cartons.

Raw materials	\$4.84
Labor of manufacturing.....	.51
Packaging24
Labor of packing.....	.10

Prime cost\$5.69

Manufacturing expenses	\$0.79
Selling expense	1.25
Administrative expense64

Total miscellaneous expenses.....\$2.68

Prime cost (see above)..... 5.69

Total cost of 100 lbs. sold and paid for..\$8.37

SOLID FRUIT BALLS

Style and weight of package: 30-40 lb. cartons.

Raw materials	\$5.03
Labor of manufacturing.....	.72
Packaging228
Labor of packing.....	.128

Prime cost\$6.106

Manufacturing expenses	\$1.036
Selling expense	1.36
Administrative expense65

Total miscellaneous expenses.....\$3.046

Prime cost (see above)..... 6.106

Total cost of 100 lbs. sold and paid for..\$9.152

FRUIT TABLETS

Style and weight of package: 30-40 lb. cartons.

Raw materials	\$4.95
Labor of manufacturing.....	.54
Packaging29
Labor of packing.....	.12

Prime cost\$5.90

Manufacturing expenses	\$0.80
Selling expense	1.29
Administrative expense66

Total miscellaneous expenses.....\$2.75

Prime cost (see above)..... 5.90

Total cost of 100 lbs. sold and paid for...\$8.65

Various Sugars

(Continued from page 25)

moisture is absorbed. Conditions suited to the preservation of hard candy are entirely opposite to those required for the preservation of fondant.

What About Those Spoiled Creams?

We can now return to our original consideration of the returned shipment of crystallized creams. They had been made properly but had been packaged in pails, using a wax paper liner which, when coupled with the fact that the pails had been paraffined, made it almost impossible for moisture to escape. These pails had then been stored in bins made of $\frac{3}{4}$ " wood and built in such a way that no air could circulate except from the front, which was left open. In other words, each bin was closed on every side but the front, and the pails had been stored all the way to the back of the bins. Stacks had also been made by placing one pail on top of another. The temperature of this space during the time of storage averaged 88°. In some cases individual daily temperature had been as high as 94°.

Under such conditions, moisture had been driven out of each individual crystallized cream and not being able to pass out of the container had condensed on the inner surface of the wax paper liners. As temperature dropped during each nightly period, excess moisture condensed and was reabsorbed, causing the crystal jacket to be dissolved off. Such an effect was most apparent wherever an air bubble was present in the cream. The bottom of each cream had been the top in the starch board at the time of casting, and as a result more air bubbles were to be found under this surface than at any other point. As the crystal jacket was redissolved, holes were formed by these bubbles and the syrup caused by the condensation of moisture gradually pushed away from these holes, carrying with it all color. This left a peculiar and unsightly appearance. It seemed as if the creams had fermented, but no fermentation had taken place. *The result was due entirely to the fact that moisture given off at improper storage temperature had not been allowed to escape from the package and its reabsorption had caused all the trouble.*

Neither the sugar manufacturer, the corn syrup producer, nor those responsible for the color and flavor were at fault. It seemed reasonable for those unfamiliar with causes to assume that sugar or corn syrup must be responsible, since they were used in the largest proportions. It seemed also logical to assume such a result since other lots of creams had proven satisfactory and were apparently made exactly the same. All facts concerning the use of sugars must therefore be known to each confectioner if his products are to remain acceptable, and it is the function of those who manufacture and sell sugars to acquaint the confectioner with such facts.



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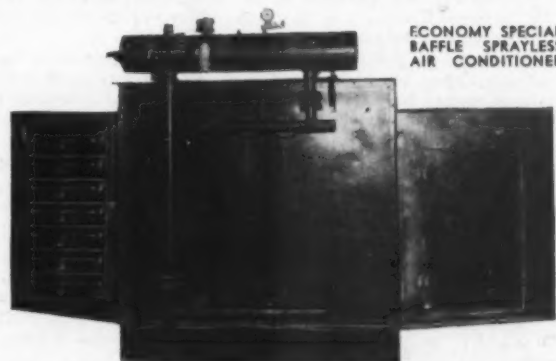
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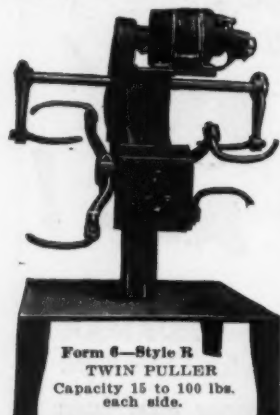
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**MAXIMUM
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PER BATCH

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TWIN PULLER
Capacity 15 to 100 lbs.
each side.

Minimum capacity 15 lbs. per batch. Pulls either hard-boiled or soft-boiled goods.

Can be operated at any speed desired. Has variable speed control, self-contained electric motor drive.

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**Add These to Your Library
on Candy Information**

REPRINTS are available of the articles appearing in *The Manufacturing Confectioner*. Many of these are obtainable in booklet form.

They compose a large portion of the current literature of the industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries.

Copies of the following are now available:

"ADVENTURES IN COCONUT CANDIES," including many formulas and suggestions for new pieces, by George A. Eddington, Superintendent, Hillman's Candy Factory, Chicago, Ill.—5 cents each.

"IMPROVED METHODS IN THE MANUFACTURE OF FONDANT GOODS," by H. S. Payne and J. Hamilton, Carbohydrate Laboratory, Bureau of Chemistry, U. S. Dept. of Agriculture.—25 cents each.

"THE PRODUCTION MAN SPEAKS on FLAVOR QUALITY in CONFECTIONS," by Otto Windt.—5 cents each.

"THE HOW AND WHY OF A THOUSAND ACCIDENTS IN CANDY FACTORIES," by Joseph E. Magnus.—5 cents each.

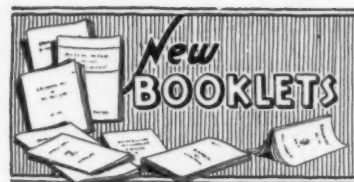
"STEAM JET REFRIGERATION AS APPLIED TO THE CANDY INDUSTRY," by John R. Moore.—5 cents each.

"WHEN THEORY MEETS PRACTICE — COCOA-MILK," by Robert Whympere and C. P. Shillaber.—5 cents each.

Also now available—"THE PROBLEM OF CHOCOLATE FAT-BLOOM," a book by Robert Whympere, an international authority on chocolate manufacture.—\$2.50 per copy.

Send for your copies now!

The Manufacturing Confectioner



SCHIMMEL & COMPANY, INC., JANUARY, 1936, PRICE LIST. Issued by Schimmel & Company, New York, New York.

FRITZSCHE BROTHERS, INC., FEBRUARY, 1936, WHOLESALE PRICE LIST. Issued by Fritzsche Brothers, Inc., New York, New York.

MAGNUS, MABEE & REYNARD JANUARY-FEBRUARY, 1936, CATALOGUE. Issued by Magnus, Mabee & Reynard, Inc., New York, New York.

FOIL SALES MANUAL.—A brochure illustrating and describing Reynolds Metals merchandising service. Issued by Reynolds Metals Company, Inc., New York, New York.

THE FEDERAL SOCIAL SECURITY ACT AND ITS ADMINISTRATION. A booklet containing an interesting and educational lecture on The Federal Social Security Act. Issued by La Salle Extension University, Chicago.

NEW PRACTICAL CATALOGUE OF AROMATIC CHEMICALS AND COMPOUNDS.—A catalogue listing selective products of special current interest to perfumers, and those engaged in kindred lines. All products are classified and priced for quick, easy reference. Issued by Felton Chemical Company, Inc., Brooklyn, New York.

General Candy Co. Plans Change in "A" Stock

AT THE annual meeting of General Candy Corporation, Chicago, on February 18, shareholders will be asked to approve amendments to the articles of incorporation whereby the cumulative feature of the class A stock will be eliminated. Under the amendment no dividends shall be paid on class B shares unless current earnings equal at least \$5 a share on the class A, or unless current earnings equal \$2.50 a share on class A and payment of dividends on class B would not reduce book value of tangible net assets below \$30 a share as applied to class A.

If approved new certificates will be given in exchange for present class A shares. The approval of shareholders would eliminate \$12.90 a share in accumulated dividends on the present issue.

Subject to adoption of this proposal a 10 per cent stock dividend upon class A shares has been declared payable April 1 to stock of record February 8 in payment of rights to accumulated dividends.

Bunte Preferred Stock Reclassified

STOCKHOLDERS of Bunte Brothers, Chicago, have approved the plan to reclassify the preferred stock, in order that dividend accumulations dating from May 1, 1933, may be eliminated.

Under the plan, each holder of one share of 7 per cent preferred will receive one share of the new 5 per cent cumulative preferred and one-fifth share of the same issue in settlement of accumulated, unpaid dividends amounting to \$19.83 a share. The 5 per cent issue is to be redeemable at 103 instead of 107, as on the presently outstanding shares.


Honor Milton S. Hershey

IN honor of **Milton S. Hershey**, Hershey chocolate manufacturer, the Chamber of Commerce of Harrisburg, Pa., is arranging a testimonial dinner to be held in the Penn-Harris Hotel, Monday evening, February 17. Mr. Hershey is a resident of the Harrisburg metropolitan area, where his philanthropies have directed world attention to this region.

C. A. Corliss of Lamont, Corliss & Co., Dies

CHARLES A. CORLISS, 67, president of Lamont, Corliss Co., manufacturers' agents, and husband of Anne Parish, the novelist, died in New York City, Feb. 9, after an illness of several months. Among the associated companies of Lamont, Corliss & Co. is Peter Cailler, Kohler Swiss Chocolate Co.

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concentrate?



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KENLIT
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of chocolates and confections.

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KEEP your name
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A revolution in the technique of
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Supplant dirt and unsanitary starch by the
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BRANCHES AND DISTRIBUTORS THROUGHOUT THE WORLD

FOOD COLORS



TRADE NEWS BRIEFS

H. T. Archibald, owner of the **Fannie May Home Made Candy Shops**, 216 W. Madison St., Chicago, announced Feb. 3, the appointment of **H. H. Simpson** as his assistant. Mr. Simpson has been associated with the Chocolate and Cocoa industry since 1920, and for the past seven years has been Chicago manager for **Runkel Brothers, Inc.**

National Brand Stores and 410 wholesale affiliates held their Second Annual Convention at the Medinah Club, Chicago. Among the exhibitors were **Williamson Candy Co.**, **Bordo Products Co.**, **Colonial Molasses Co.**, **Illinois Candy Co.**, **E. H. Edwards**, **Loose Wiles Biscuit Co.**, **National Biscuit Co.**, **D. B. Scully Syrup Co.**, **Steinhall Manufacturing Co.**, and **W. F. Straub**.

New Deal Confectionery, Inc., Sioux City, Iowa, has started business, with an incorporated capital of \$10,000. **M. I. Burns** is president and **G. J. Burns** is treasurer and secretary.

Milwaukee Confectionery Jobbers Club, with a membership of 75, elected the following officers for the coming year: **Joe Kiesl**, pres.; **Jerold J. Abts**, V. P.; **Paul Wogahn**, Sec.-Treas., and **Jake Shiltz**, Sergeant-at-Arms.

Traas Candy Co., Inc. of Milwaukee filed a petition for bankruptcy at Oshkosh. The company lists liabilities amounting to \$7,460.15, and there are 94 creditors holding unsecured claims.

Dayton Candy Jobbers and Salesmen's Assn., a new association comprising the **Miami Valley Candy Jobbers Assn.** and the **Dayton Candy Salesmen's Assn.**, last month held a meeting of the merged groups for election of officers. The officers of the salesmen's organization, **William Wagner**, president, and **J. C. Flaherty**, secretary, will continue for the new group.

Peter Cailler Kohler Swiss Chocolate Co., division of **Lamont, Corliss & Co.**, New York, and producer of **Nestle's Milk Chocolate**, have again expanded their factory at **Fulton, N. Y.**

The **Cosmopolitan Candy Co.**, Chicago, was fined \$25, under the penal provision of the Food & Drugs Act, for a shipment of candy containing an alcoholic syrup.

The 34th annual banquet of the **Confectioners and Ice Cream Manufacturers' Protective Assn.** of New York was held at the **Hotel Astor**, January 16.

Miss Della Dora, for a number of years candy buyer at **Hillman's** loop food store, Chicago, has been transferred to the bakery section, and is succeeded by **Miss Blumenthal**.

Ed Wallace, formerly with the candy department of **Marshall Field's**, Chicago, is now with **Ring Ting Candy Shops**, **Evanston, Ill.**

National Candy Co., Minneapolis, has disposed of its retail business to the **Paris Candy Co., Inc.**

Frank Crist, formerly at **Nutrine Candy Co.**, has recently joined the confectionery division of **Kroger Grocery and Bakery Co.**

A new corporation has been formed in Chicago for manufacture of popcorn products. It will be known as **Popcorn Products Co.**, a thousand shares, p. v. and ten thousand shares n. p. v. Incorporators are **H. C. Burnham**, **Henry Honet** and **Joseph Harrow**.

Fitzhugh Heads Philadelphia Retailers

Allan C. Fitzhugh of the **Margaret Penn Candy Co.** was named president at the **Retail Confectioners' Association of Philadelphia, Inc.**, last month. Other officers are: **Joseph Stappacher**, 1st V. P.; **Martin J. Hesch**, 2nd V. P.; **Emanuel Linder**, Financial Secy.; **C. W. Rether**, Corresponding Secy.; **H. C. Nuss**, Asst. Secy., and **H. L. Young**, Treas.

A new Legislative Committee consisting of **M. J. Hesch**, Chairman, **H. Glaser** and **John Young** was appointed by President **Fitzhugh**.

CANDY PACKAGING AND MERCHANDISING AIDS

A SECTION DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

The Pros and Cons of "Family Resemblance" in Packages

★ By ERNST A. SPUEHLER

Herbert Bielefeld Studio, Chicago
Consulting Designer for THE
MANUFACTURING CONFECTIONER

ESTABLISHING "family resemblance" in a line of packaged merchandise is advocated today as an effective means of increasing the sales of the manufacturer's entire line. It coordinates the accumulative good will and repeat sales acquired by each item in the line.

Some manufacturers, however, tell us that they want variety in their packages, hence they do not favor the "family resemblance" idea. Upon inquiry, we find in such cases they do not fully realize that we are advocating only the proper use of this treatment of package design. What do we mean by the term?

Obviously, there may be undesirable traits in family resemblance of a group of packages, just as is true in the human family. In a package family these undesirable elements may be a poor fundamental design or unwise use of color, or again monotonous duplication of the same design for all packages. Confectionery producers and merchandisers certainly should object to this kind of family resemblance.

On the other hand, there are distinct advantages in establishing pleasing and appropriate elements of resemblance as characteristic of a given manufacturer's line. Individuality among the various packages may easily be accomplished, thus avoiding a deadening monotony, and still the family tie-up may be maintained to a great sales advantage. The demand of the trade for variety and new items need not be ignored. In fact here we have the opportunity of developing more captivating package personalities than by the every-one-different method.

Today when the candy manufacturer introduces



Sketched especially for this article, Mr. Spuehler illustrates above how the family resemblance idea can be carried through a line of packaged confections. Each package is individually designed, thus it has its own personality and gives the line the advantage of variety. Still, there are characteristic elements of resemblance which clearly establish the identity of the manufacturer and serve as a sales advantage throughout his entire line.

a package, he creates a tradition for tomorrow. It may be good or bad. He seldom realizes just what each package is doing, or not doing, to build up his reputation and increase the sales of his other products. He is proud of his name and his product; yet, through the hit-and-miss method of giving his products their coverings, that name and product often becomes just another one on the crowded market of today. If he establishes the desired tradition, the package and the product itself has to be of lasting and dependable quality.

Trade-names and similar identifications are a recognized part of tradition. Many of these trademarks were designed in a period when good taste in lettering meant elaborateness, each letter receiving a special flourish. When placed beside modern

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Etc.



Fancy Papers
Corrugated
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VALENTINES EASTER and MOTHER'S DAY

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OUR DIE CUT DEPT.
IS AT YOUR
SERVICE!

GEORGE H. SWEETNAM, INC.

282-286 Portland Street
CAMBRIDGE, MASS.

"SPECIALISTS IN THE PACKAGING FIELD"

PACKAGES DESIGNED TO SELL!

Specialized experience in successful
package designing.

Intimate knowledge of confectionery
merchandising problems. See us.

ERNST A. SPUEHLER

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35 East Wacker Drive, CHICAGO

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simplicity, these marks look outdated. Trade-marks are often inherited and copyrighted, but why shouldn't they blend themselves with the modern note of simplicity and good taste? Why should a manufacturer allow these antiquities to further burden his products and handicap the designer in creating new and up-to-date packages that will create desired sales? If necessary, he should be brave enough to modify them for the sake of the progress which he should be striving for today.

Every confectionery manufacturer who has a variety of items to be marketed under the same name is not only confronted with the problem of appropriate design for each package, but also a merchandising problem which involves his entire line. Often a new product receives a special dress without any thought of how that dress will harmonize with the clothing of the rest of the package family. Many times the designer has no idea what the other members of that family are wearing at all. This ignorance is often due to competitive printing bids which furnish the art work along with the job—with the supposition that a few dollars will be saved. In order to have a well dressed family, the manufacturer should work to a definite package program, which will serve as a guide to all his present and future packaging activities. They should carry a definite note throughout the entire line. A wealth of design variations can be worked out of a given scheme in an ever new and interesting way.

As everyone knows, the package is the manufacturer's best salesman at the point of sale. The combined packages of a family line becomes a complete sales organization carrying a planned message to the consumer. It may be a message to the high quality, medium priced, or popular priced buyers. In any case there will be a striking resemblance, yet each package will retain its own individuality. Each new item means another salesman on the job!

Merchandising a family of packages has proven profitable in other industries, which have gone far in this direction. Some confectionery manufacturers have seen these advantages and have likewise found the family idea the most successful package merchandising method for all items, ranging from bar goods to bags and fancy boxes. It also simplifies the promotional problem by keeping the buyers brand conscious and greatly aiding the manufacturer in his promotional campaign on individual items.

We Serve as Packaging

Clearing House

LETTER: "We thank you for your letter of January 30th, which is very much appreciated, and we will immediately get in touch with the firm which is asking for samples of candy boxes."—Box Maker.

EDITOR'S NOTE: Manufacturers desiring information to meet their packaging requirements are invited to avail themselves of our service.

Premiums and Profits

★ By KOLAR

Authority on Premium Practice

DURING the many years in which the writer has specialized in the creation of business stimulating ideas, he has had ample opportunity to study and record the profit-producing advantages of premiums in the confectionery field—especially in regard to premiums for children.

Today, more than ever before—children are premium minded. With ears glued to radios, they eagerly listen to offers of premiums being made by various manufacturers and then see to it that mother and dad buy the product with which the premium is offered.

It is only natural therefore, that the confection which shares some of its selling expenses with the child, by means of the premium, will have a greater appeal to him.

The selection of the proper premium is most important. All too often, the manufacturer of a confection is sold an idea or premium that is neither new, attractive, timely, nor suitable. Many times he falls victim to the arguments of some self-styled idea creator who does not create the idea offered at all, but merely borrows an old idea and hopes his client has not seen it before.

Again an idea may appeal to boys but not to girls—thus defeating its own purpose. It is obvious, therefore, that the premium offered should appeal to girls and boys alike. It should be inexpensive, yet attractive and, preferably, be original and created for the exclusive use of the client.

Many confection manufacturers make the mistake of buying stock premiums and ideas through some printing house—focusing their attention on price rather than sales stimulating value. Any picture-gadget-premium or idea, for instance, sold by such printing house must naturally be offered and sold to anyone, anywhere, because price is based on volume production.

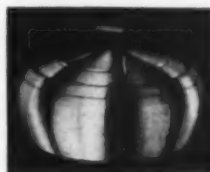
The premium or idea offered may be an original one created for the exclusive use of the manufacturer. A contract to this effect can be drawn up between the manufacturer and the creator of an idea. The idea might consist of a series of items so alluring in themselves that the child will endeavor to collect the entire set; thus tremendously increasing the sale of the confection.

The experienced and capable idea creator will work closely with his client, the manufacturer. He may even suggest new shapes and combinations for the confections. He may design the package or wrapper, and at times offer new angles in merchandising.

The idea creator usually works on a royalty basis and his compensation is based on the profits he can make for his client. The royalty is figured into the cost of the confection and premium. The increased volume alone can easily take care of the royalty, although where a premium is included the size or weight of the confection can be reduced to compensate for the cost of premium, etc. If the confection be a new one—the purchaser has no other confection to compare it with.

Gift Containers for MOTHER'S DAY May 10th

Increase your candy sales for Mother's Day gifts by unique and useful re-use containers. Here are only a few suggestions in our complete line of gift ware.



POWDER BOX

4 3/4" diameter,
1 1/8" deep

An ideal gift in which to package a Mother's Day special on candy. Made in beautiful aluminum in a soft glow finish. A re-use container which is particularly attractive and will be appreciated. Easily recognized as an exceptional value.



FRUIT BOWL

9" diameter, 3" deep



SERVING TRAY

11 3/4" in diameter and 3/4" deep

A beautiful serving tray in Stain-Ray aluminum. Rich contrast is provided with the black enamel trimming on the edge of the tray. Convenient for sandwiches, beverages, cake, etc. Just the right height for packing one layer of candies.

If you want to build up a profitable volume on Mother's Day gifts, send for information on our line of distinctive gift ware which can be used for re-use containers!

WEST BEND ALUMINUM CO.

DEPT. 852

WEST BEND, WISCONSIN

SUMMARIES OF THE QUARTERLY

CANDY PACKAGING CLINIC

CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

Code Pk 2A 36

Box Chocolates—1 lb.—60c

Description of Package: Extension edge, two-layer set-up box, wrapped in transparent cellulose; tied with blue and white tassel cord. Printed blue, silver and orange areas on white litho paper; lettering and design embossed.

Design: Good design. Uses modern treatment of rectangular panels with appealing floral decorations in modern outline. These floral decorations are decidedly an improvement over the conventional candy box floral design.

Colors: Marine blue and silver colors predominating. The blue could be improved by a greyer tone, which would give the box a more expensive appearance. Package name employs the word "Golden," which makes the blue background inappropriate. The box, however, has a twin which employs yellow instead of blue, and that package is excellent.

Typography: Block and script lettering legible and fairly well balanced.

Appearance on Opening: Cheap looking. Could be more colorful. Light and dark assorted chocolates, two in colored foil. Use of brown cups instead of white would help.

Box Findings: White glassine cups, brown cardboard layer divider. Box lined with glassine paper in embossed cobweb design, which gives a good touch.

Sales Appeal: Fair for this price range.

Display Value: Good.

Remarks: The effect of this box is injured by the poor printing job. The silver easily rubs off and is thus conveyed on the fingers to the candy. This factor will eventually result in loss.

Code Pk 2B 36

Oval Box Assortment—\$1.50

Description of Package: Retail confectioner's fancy Christmas assortment. Oval set-up box, extension edge, covered with red skytogen paper. Large poinsettia embossed in red, green and black.

Size: 11½"x7¾"x2".

Design: Very attractive design using one large poinsettia which almost covers the entire top of box. Very striking by its simplicity and richness. No other ornamentation.

Appearance on Opening: Excellent assortment of chocolates, bon bons, homemades and glacé fruits. Some

CANDY PACKAGING BOARD

EXPERTS in their fields, the following compose the Candy Packaging Clinic Board of The MANUFACTURING CONFECTIONER. Their views in analyzing packages submitted to the Quarterly Clinics represent the various interests involved in effective candy packaging and merchandising.

Ernst A. Spuehler, Designer, of Herbert J. Bielefeld Studios, Chicago; B. F. Young, Candy Retail Sales Manager, Sears Roebuck & Company; W. E. Swanson, Vice-President, and Frank H. Anderson, Secretary, Automatic Canteen Company of America; George A. Eddington, Factory Manager, Archibald Candy Co., Chicago; Verne C. Field, Box Paper Division, Dwight Brothers Paper Co., Chicago; Theodore Lax, Midwestern Manager, Bennington Wax Paper Co. and Ben-Mont Fancy Papers, Inc., Bennington, Vermont.

pieces wrapped in colored cellulose over foil, others in gold and silver foil. Package would carry better, however, if more of the homemade type pieces were wrapped.

Box Findings: Brown glassine cups with retailer's name in bottom. Gold-edged cardboard dividers and lace paper box edging.

Display Value: Good.

Remarks: Box is beautifully made. The appearance of this package is excellent and it well portrays the high quality of its contents. Selected by the M. C. Packaging Board as outstanding.

Code Pk 2C 36

Box Chocolates—2 lbs.—\$1.50

Description of Package: Retail confectioner's homemade and chocolate assortment. Two-layer set-up box with white gloss embossed paper. Firm name printed in red.

Design: Confined to retailer's name and city. Lettering is antiquated and general appearance fails to reflect character of the merchandise. Box should be taken to a designer.

Appearance on Opening: Grease had come through surface of box top, although three layers of wax paper used. Wax paper liner very cheap and too thin; type used by florists. Cost could be reduced by single sheet of heavier weight. Candy attractive, although some of the board members suggested using larger cups. Caramels, chewy pieces and sugared dates should be wrapped to prevent smearing.

Remarks: Penetration of grease through box despite numerous layers of wax paper suggests attention be given to box findings. Package could be greatly improved at not much additional cost.

Code Pk 2D 36

Box Chocolates—2 lbs.—\$2.50

Description of Package: Retail confectioner's de luxe chocolate assortment. Rectangular set-up box with fitted lid, covered with silver foil of embossed wood-grain pattern. Box tied with red cellulose-covered foil ribbon, with an attractive Christmas card attached.

Size: 7½"x6¼"x2¼".

Design: Package is plain, being given its decorative effect by ribbon and tied bow, also the seasonal card. Very colorful combination. This box has appealing personal touch; is outstanding and high class.

Appearance on Opening: Two one-pound trays packed exactly alike, beside each other. Exceptionally appealing appearance, denoting supreme quality. Assortment of small pieces packed solidly together without use of cups. The pieces have distinct individuality; some are fancy moulded, two are foil wrapped.

Box Findings: Single one-pound trays are wrapped in buff coated box paper, very well made. When taken out of the silver box these trays are still attractive, which is often not true with many box trays. Wax liner and embossed pads for each tray.

Sales Appeal: Outstandingly different, measuring up to the high standard indicated in printed message inside of box lid.

Remarks: This box in every respect is outstanding. It is a credit to the box maker and to the candy man. Selected by the Packaging Board for honorable recognition.

Code Pk 2E 36

Transparent Cellulose Bag

Description of Package: This was a sample sketch of a half-pound bag being planned by a distributor using his own brand name.

Design: Yellow and red colors used in profuse ornamentation. Very commonplace type of design, although it had one good feature which was complete visibility of the candies, without interference by design. The package needs redesigning. Design may be simplified, with lettering at

CLINIC SELECTIONS OF OUTSTANDING PACKAGES



ABOVE—Packages selected for awards of recognition by The MANUFACTURING CONFECTIONER'S Candy Packaging Board at its recent Quarterly Clinic held at the Merchandise Mart in Chicago. Top, left: Chocolateer 60c 1-lb. box in brown and gold outline lettering on white, with appropriate red-coated "Chocolate Soldier" and red panel listing the selection, featured in Walgreen Drug Stores, produced by Home Candy Co., Chicago. Right: Taster Box, 1 lb., 98c, designed in five colors with an appeal to those liking "old-fashioned and sophisticated moderns," Home Candy Co. Center: Merckens "Superfine Vanilla Chocolate Wafers" in silver and blue 5-oz. box, featuring pieces half wrapped in foil, Merckens Chocolate Co., Buffalo, N. Y. Below: De Luxe Assortment, 2 lbs., \$2.50, in outstanding embossed foil box, with 1-lb. buff trays, red cellulose covered foil ribbon. The Maramor, Columbus, Ohio. Right: Oval Red Poinsettia holiday box, \$1.50, beautifully made, Mavrakos, St. Louis, Mo.

the top and bottom, permitting candy to show through middle of bag.

Sales Appeal: Brand name, which was intended to convey an idea, proved confusing. Color combinations had striking display, visibility and attracting power, but these were offset by the "over-done" ornamentation.

Remarks: This distributor unquestionably saved himself considerable loss and disappointment by checking up on his package design before putting it on the market. (Others are privileged to do likewise.)

Code Pk 2F 36

Box Chocolate Mints—2¼ oz.—5c

Description of Package: White folding carton, 4¼"x1½"x1½", shaped to

fit 10 chocolate peppermints packed on edge.

Design: Name of mints and trademark printed in red. This package could be redesigned to advantage, with rearrangement of lettering and better proportions of white showing. A color stock different than white could be used, with one color ink, and improved style of lettering.

Appearance on Opening: Good. Wax paper liner used. Recipe for chocolate mint sauce on inside of cover.

Sales Appeal: Fair, although name of manufacturer and good quality for the money give it pulling power.

Remarks: The type of this package is very good but appearance could be improved.

Code Pk 2G 36

Wrapped Wafers—3 oz.—5c

Description of Package: Glassine wrapper for assorted thin wafers, printed in blue and red.

Design: Legible, good visibility, but design lacks refinement and taste. Does not denote the excellent quality and flavor of the contents.

Typography: Trade-mark could stand modernizing, also the lettering. Five different styles of lettering used, which could be simplified to produce more pleasing effect.

Sales Appeal: This is a long established item, which sells because of its merit, and probably in a measure in spite of its package, which is often true with leaders.

Remarks: This package could be improved without losing its identification. The carton for these packages, however, is excellent. But its modern treatment all the more accentuates the obsolete design of the individual wrap.

Code Pk 2H 36

Wrapper for Chocolate Coconut Bar—2¼ oz.—5c

Description of Package: Two pieces placed end to end in brown cardboard boat 5¼"x1½". Brilliant wrapper of glassine with metal foil underlay. Attractive.

Design: Design is divided into four equal panels in checkerboard arrangement of black and bronze, with red circular trade-mark in center. The black is opaque, while the bronze effect is attained by a tan transparent tint which gives the silver foil underlay a bronze appearance. Reverse lettering in the black panels and trade-mark permits silver foil to show through in "spotlight" effect. The simplicity and general appearance of this package appeals to the Packaging Board as probably the most outstanding of any of this type of wrapper. One suggestion is better proportionment of the size of the panels according to the requirements of the lettering.

Sales Appeal: Good.

Display Value: Good.

Remarks: The trade-mark on this package is a decided improvement over that employed on this firm's wafer package. We suggest same colors of bar work be used on the 24-bar carton. Use bronze or orange and black instead of blue and black. This would give a better tie-up between carton and bars.

Code Pk 2I 36

Wrapper for Chocolate Nougat Bar—2¼ oz. or over—5c

Description of Package: Printed glassine wrapper in blue and yellow with red and blue lettering.

Design: Lettering in yellow panel arranged diagonally from end to end. Gives flashy appearance, but has some disadvantage in use of large masses of deep solid colors. The top of the bar suggests cheapness to some people, while the arrangement of rules on the side, breaking up the color areas, gives more pleasing quality appearance.

Sales Appeal: Fair.

Display Value: Its strong visibility is its chief virtue.

Remarks: This wrapper is an example of what may be called by some as an over-emphasis upon colors, and therefore making the consumer more ink-conscious than candy-conscious. These are not appetizing colors when so glaringly used.

Code Pk 2J 36

Wrapper for Marshmallow Fudge Bar—2¼ oz. or over—5c

Description of Package: Printed glass-

ine wrapper in four colors. Packed in 24 count display carton which is very pleasing.

Design: A brown tint predominates, with silver diagonal lines and panel, bearing name in blue and yellow. Chocolate color and silver lines are very pleasing, although a more pleasing effect could be obtained with substituting orange for yellow dog.

Display Value: Good.

Remarks: This wrapper does have the advantage of being different from the average bar wrap. Description of contents is advisable on bar wrappers.

Code Pk 2K 36

Wrapper for Nut Roll Bar—2 oz. or over—5c

Description of Package: Printed glassine wrapper with foil underlay.

Design: Flashy design. Transparent red tint permits foil to show through with brilliant effect. Blue reversed lettering and clock design permit silver foil to show through, outlined in yellow and blue. A good job for this type. Design of display carton harmonizes well with bars.

Sales Appeal: Good.

Display Value: Strong visibility.

Remarks: The foil underlay gives added protection and is especially desirable as a warm weather wrap for chocolate covered bars.

Code Pk 2L 36

Box Chocolates—1 lb.—98c

Description of Package: Set-up extension edge, one-layer box in five colors on white stock. Design in keeping with appeal to "sophisticated moderns." Nicely done.

Design: Keynote is that the assortment contains samples of many varieties—a "taster box"—including "old-fashioned favorites, gay, sophisticated moderns, delighting every fancy." Sketches of fashion girls in old style and modern dress adorn the upper portion of box lid on both sides of green panel extending as a band around the middle of box top and sides. Figures in pastel colors harmonize well with panel and silver lettering. Names of pieces arranged as diagonal panel across the bottom of lid.

Suggestion: One suggestion is that the phrases "old-fashioned favorites," etc., might be given a better tie-up with the fashion girls if lettered directly beneath them across the box.

Sales Appeal: Good. Appealing to selective buyers.

Display Value: Excellent.

Remarks: This is a good example of what may be accomplished with a designed package. It has package personality. Selected by the Board as an outstanding package.

Code Pk 2M 36

Box Chocolates—1 lb. 60c

Description of Package: Two-layer set-up box with extension edge.

Three colors, very effectively arranged.

Design: White background with brown borders extending lengthwise of lid and around all sides. Gold and brown outlined block lettering in modern style, with script lettering beneath. Red and gold soldier points to red panel containing list of contents in reversed white lettering. Gold rules are just enough ornamentation to give quality effect.

Sales Appeal: Excellent. Has good visibility and simplicity, yet an individuality which shows thought and care in its preparation. It implies that the contents also have been given careful attention.

Display Value: Good.

Remarks: This is one of the most pleasing packages in this price range which has come to our attention. It is a good example of modern candy box treatment. Selected by the Board as outstanding.

Code Pk 2N 36

Box Chocolate Wafers—5 oz.—40c

Description of Package: Square telescope style set-up box. Size, 4½"x4½"x1". White paper stock with silver embossed cloth pattern, resulting in brilliant silver cloth background for the French blue lettering and design. Box proper is covered with blue skytogen paper, blending attractively with silver cover and its blue design. Cover telescopes the box down to extension edge bottom. Distinctive appearance. Very high class.

Design: Effective use of simplicity and one color. Design is confined to one-word name of firm, large initial, and heavy rules as a band around lid. Design has European touch; well done.

Appearance on Opening: Excellent; something new and different. Contains four layers of thin rectangular wafers of solid chocolate moulded in varied designs. Half of each piece is wrapped with varicolored embossed metallic foil, serving as a dainty convenience to the consumer when eating the delicacy. A most appealing idea that adds to the tempting effect. Contents also have marked European atmosphere. Inside of lid is finished in silver printed paper, with manufacturer's name and "Superfine Vanilla Chocolate Wafers" printed in blue lettering.

Box Findings: Square sheets of silver foil on top, bottom and between each layer. Also embossed paper padding mounted on glassine placed on top, bottom and between middle layers. Box is well packed, although glassine liner might be an improvement.

Sales Appeal: Excellent for elite class of trade.

Display Value: Good. Bespeaks quality and still has striking appearance.

Remarks: Here is a new idea with appealing individuality. One of best packaging solutions to a merchandising problem that has come before



MANUFACTURING CONFECTIONER'S PACKAGING CLINIC IN SESSION

HAVE YOU A PACKAGING PROBLEM?

DO YOU KNOW that the Candy Packaging Clinic is the only packaging clinic of its kind conducted in this country exclusively for a single industry? Do you know that its Board is composed of men who are outstanding in the various fields involved in successful candy packaging? Do you know that this Board—under sponsorship of The MANUFACTURING CONFECTIONER—holds a Clinic session for the candy industry every three months? Do you realize that any confectionery manufacturer is privileged to submit to these Clinics—without cost or obligation—any of his packages for constructive criticism and suggestions? The Candy Packaging Clinic is a part of our "profitable packaging" program, as a service to the industry.

THE NEXT CLINIC IS MARCH 15—YOU ARE INVITED TO PARTICIPATE

THE
MANUFACTURING CONFECTIONER
Pioneer Specialized Publication for Confectionery Manufacturers
Daily News Building **Chicago, Illinois**

Punch Boards Attacked by F. T. C.

USE IN PACKAGE SALES CALLED CONTRARY TO KEPPEL RULING

TEN western and mid-western candy manufacturers were respondents in lottery hearings of the Federal Trade Commission held on February 3 and 4 in Chicago. Most of the charges were against manufacturers selling their packages by means of punchboards or pushcards. The Federal Trade Commission, which for the past two years has been holding hearings and issuing cease and desist orders against manufacturers of "pick-and-draw" merchandise, is grouping all methods of chance merchandising in the class of lotteries. These were barred by the U. S. Supreme Court Keppel decision of February 5, 1934. The Commission is introducing the evidence of the "break and take" cases as applicable in the charges against punchboards and pushcards.

Seven witnesses, including wholesalers and manufacturers, were called to testify upon this form of competition, before trial examiner, Miles J. Furler at the recent hearings.

The following firms were involved in the hearing: Brecht Candy Co., Cosner Candy Co., and Savage Candy Co., of Denver, Colo.; Sweet Candy Co., Salt Lake City; Chase Candy Co., St. Joseph, Mo.; Paul F. Beich Co. and William Casterline of Chicago; and Ucanco Candy Co., Davenport, Iowa.

Hearings on the cases of Barager-Webster Co., Eau Claire, Wis., and American Candy Co., Milwaukee, Wis., were adjourned for completion at the next hearing, Feb. 17.

Previous hearings had been held in Denver, Salt Lake City, St. Joseph, Davenport and Chicago for manufacturers in their respective cities. It is expected that others will be held in these cities later.

Attorneys of the Federal Trade Commission were

Henry C. Lank and P. C. Kolinski. Representing the various candy manufacturers were Walter C. Hughes, Chicago; Mr. Balluff, Davenport; and F. W. James, of Salt Lake City, chairman of the Advisory Board of United Confectioners' Assn.

The United Confectioners' Association is an organization composed of manufacturers in all parts of the country who approve the sale of merchandise through punchboards and maintain that it is not an unfair means of competition.

The FTC holds this method to be unfair because some manufacturers do not approve of the chance type of sales aids (on ethical grounds) and, therefore, contend that their sales suffer from competitors employing them.

Among the witnesses who testified were C. C. Lantz, a jobber of Youngstown, Ohio; Edgar S. Gadd, retailer of Levithburgh; Homer J. Williamson, of Homer J. Williamson, Inc., Indianapolis manufacturer; L. E. Golet, sales manager Illinois Candy Co., Chicago; A. L. Gerberich, jobber Oak Park, Ill.; L. W. Leonard, of Mars, Inc., Chicago; Peter Schock, president of American Licorice Co., Chicago.

Among the manufacturers whose cases were on the docket, only Charles Bookidis of Ucanco Candy Co. and Mr. Casterline of Casterline were present.

It is understood that additional complaints have been issued against other candy manufacturers, particularly against package goods makers who use punchboards. The FTC indicates it intends to be unrelenting in prosecuting such cases in the candy industry. The manufacturers, on the other hand feel this industry is being persecuted while other industries are employing these same methods.

this Clinic. Selected by the M. C. Packaging Board as outstanding.

Code Pk 20 36

Box Chocolates— $\frac{1}{4}$ oz.—10c

Description of Package: Folding white carton printed in red and black; sliding tray and cellulose window. Chocolates individually wrapped in printed transparent cellulose, bearing name on each piece. Package long and narrow. Looks like a lot for the money.

Design: Typography and color combination could be improved upon. Too brilliant red is used.

Sales Appeal: Good for low priced outlets.

Display Value: Good. Particularly good in respect to visibility of individually wrapped pieces.

Remarks: Tray and window idea and printed individual wrappers are well done.

Code Pk 2P 36

Cellulose Bag Hard Candies—1 lb.

Description of Package: Transparent cellulose bag printed in red, blue and

white. Heat sealed, and has gold printed paper flag, bearing name of goods and weight. Same package used for different candies by changing flags. Affords identity of firm through the line but is monotonous and is not suitable to all items.

Design: Upper, center and lower portions of the package do not hold together because of treatment of rules, panels and color combinations. Design could be improved in this regard.

Sales Appeal: Fair.

Display Value: Design and colors give flashy display.

Remarks: Items lose their individuality and suffer cheapening effect when all are packed in identical packages.

Code Pk 2Q 36

Bottle Malted Milk Tablets—10c

Description of Package: Small flat glass bottle, ordinary shape, with metal screw cap, containing 1 oz. of malted milk tablets to be eaten as a confection. Looks like a bottle of medicated pills.

Design: Printed blue and red label on white paper looks like medicine label. Bottle shape and tablets in size and color are unappetizing as a confection or food. They suggest numerous drug-store remedies. Entire package needs redesigning.

Sales Appeal: In the opinion of the Clinic Board this item is selling despite its package appearance, having been established in the days when few drug tablets were packaged, and years before consumers were package conscious. Unquestionably sales could be greatly increased by changing package.

Remarks: It is realized that these tablets require protection from breakage and moisture. Years ago a wax sealed bottle was the only satisfactory method. Today moistureproof cellulose, foil or a waxed cardboard tube offer wide possibilities. Appearance and sales can be improved and packaging costs reduced. Sales tests can be made before making complete change-over.

Sixth Packaging Exposition March 3-6, New York

OUTSTANDING problems in packaging, packing and shipping will be discussed by national authorities in a four-day session of conferences, clinics and round table meetings held concurrently with the Sixth Packaging Exposition at the Pennsylvania Hotel, New York City, March 3 to 6, under sponsorship of the American Management Association. There will be many discussions and displays of interest to confectionery manufacturers.

Conference sessions will treat important phases of unit package design, of packaging machinery, and of packing and shipping problems.

Perhaps the high spot of these conferences is the Irwin D. Wolf Awards. This year the practical value of the awards is enhanced by competition as to the effectiveness of the package within twenty different classifications. The awards will be presented at the luncheon, Wednesday noon, March 4; the winning packages will be on display during the conference.

Exposition displays by representative companies occupy more floor space than ever before used for a Packaging Exposition. Here are the latest creations of this rapidly expanding industry. The Exposition will be open each day from 12 noon to 10 p. m.

The outline program of conferences, clinics and round table meetings follows:

Tuesday morning, March 3—"Unit Packages: Basic Considerations"; Tuesday noon, Luncheon "A"—"Standards for Protective Materials"; Luncheon "B"—"Point of Sale Advertising, Packaging Fallacies and Fetishes"; Wednesday Morning—"Unit Packages: Merchandising Problems"; Wednesday Noon—Wolf Award Luncheon; Wednesday Afternoon—"Sixth Packaging Clinic"; Thursday Morning—"Packaging Machinery"; "Packing and Shipping"; Thursday Noon, Luncheon "A"—"Container and Packing Problems of Articles Requiring Interior Packing"; Luncheon "B"—"Container and Packing Problems of Articles Not Requiring Interior Packing"; Friday Morning—"Packing and Shipping."

Numerous suppliers of equipment and materials to confectioners will have exhibits at the Exposition, and attendance should prove profitable for members of this industry.

8.4% Gain in 1935 Confectionery Sales

SALES of confectionery and competitive chocolate products during the year 1935 showed a rise of 8.4% over 1934, according to figures released February 4, 1936, by the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce. This is based on reports from 306 concerns for both years, representing 80% of total sales of such products.

Sales during the spring season were 6.1% larger than the corresponding period of 1934; the summer season showed a 14.8% increase; while the fall-winter season displayed a 7.6% rise.

Manufacturers located in the Southeastern section reported the greatest increase in sales for 1935 over 1934 on a percentage basis, their dollar volume being up 17.2%.

Manufacturers of chocolate products competitive with confectionery showed a gain of 16.4% for the year, while manufacturer-retailers reported a 2% loss. All other manufacturers showed a 7.8% gain.

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SALESMEN'S SLANTS

NEWS and PERSONALS from the men on the Road . . . About Jobbers, Salesmen and Candy Manufacturers . . .

DAVE TRAGER, Broker, Speaking from Detroit, Mich.

DECEMBER of 1935 proved to be the finest month for the confectionery jobbing industry in Detroit, Mich., since 1929, but it was one of the months, along with others, in which the jobbers operated on close to a no-profit basis. It proves conclusively that, volume at no-profit does not mean anything. There was one thing in the jobbers' favor, and that was package goods and bulk goods were marked up to the profit basis, although regular merchandise was sold at cost.

It appears to the writer that the time will come when the manufacturers of certain items will have to suggest to the jobbers the resale prices that they wish their merchandise sold for. To permit items to be sold at the ridiculous price of 65c per box, when it costs 64c, means that it is only a question of time before the manufacturer will have to figure out a way of collecting for his merchandise from accounts who have grown so weak financially that it is only a matter of time before they will have to cease doing business altogether.

The Detroit Candy Jobbers held their annual meeting and election of officers in January. The following were elected: **Calvin Gauss**, of Chas. Gauss Co., Pres.; **C. F. Becker**, of C. F. Becker Co., 1st V. P.; **J. Starkstein**, of General Tob. & Grocer Co., 2nd V. P.; **Vene Perry**, of Detroit Candy Co., Treas., and **Harry Bump** was continued as Secretary. Frequent meetings are contemplated, in the near future, and, with a spirit of good fellowship and cooperation, it is hoped that Detroit will again become one of the best candy markets for the jobbers in the U. S. A.

The Wolverine Candy Club held its annual meeting and election of officers at the Norton Hotel, Detroit. **Sam Brooks**, of New England Confectionery Co., was elected President; **Dave Trager**, broker, 1st V. P.; **Dick McClean**, of Williamson Candy Co., 2nd V. P.; and for the 6th term, **Wm. "Bill" Banks**, broker, was elected Sec.-Treas.

The retiring President, **John Schumacher**, of Zeigler's, was presented with a gold badge by **Roy Feldman**, Pres. of the Buckeye Candy Club, who was the honored guest of the evening.

A dinner dance held by the Wolverine Club at the Chalet was attended by over 150 guests. This year's affair, as usual, was in charge of the ever smiling **Ed Beirline**, who for the seventh year has been Chairman of the Entertainment Committee.

H. J. Glickman, Vice Pres. of the Queen Anne Candy Co., was a recent visitor, calling on the Michigan trade.

Jim Hasburgh, sales manager for Flavour Candy Co., Chicago, was a recent visitor in Detroit.

J. J. Dehm of the Dehm Brokerage Co., Detroit, has recently taken over the offices of the late Clarence Meister in Chicago. Mr. Dehm now divides his time between his Detroit and Chicago offices.

R. S. Raut, who formerly managed the J. L. Marcero Co., a Pontiac business, during the receivership, has recently been appointed receiver by the court.

Fred Silber, who has been in the candy sub-jobbing business in Detroit, opened up an engagement with his Casa



DAVE TRAGER
Detroit, Mich.



C. RAY FRANKLIN
Kansas City, Mo.

Mira Orchestra at the Westminster Hotel, Boston, Mass. The candy business will be continued, as before, by his father and his brother "Bill."

C. RAY FRANKLIN, Speaking from Kansas City

AS I sit and write my column tonight the snow is falling and the thermometer is down somewhere between 16 and 20 below zero. That's not the worst of it, it has been below zero for several days and there seems to be no sign of warmer weather for several days. The entire middle west is covered with a blanket of snow, which should help relieve the farmers' disappointment to some extent over the recent decision regarding the AAA, as snow and early spring moisture is a boon to crops.

The jobbers of Kansas City report favorably on Valentine sales to date. From information gathered, sales this year are about equal to 1935, which is good, due to the inclement weather we have had in January. **Harry Sifers** of the Sifers Confection Co., Kansas City, manufacturers to jobbers, advised me he has been working nights since Xmas. That speaks well of Val-O-Milk, the candy bar he specializes on.

Mr. Wilson, of the Crane Chocolate Co., Kansas City, reports a fine Valentine package business on hearts, which were delivered to the retailers early, giving them a long season.

C. C. Chase, President of Chase Candy Co., St. Joseph, Mo., told me a few days ago that they are busy selling Easter goods and have a substantial volume of business booked for later deliveries.

Ed. Waller, who travels the Middle West for Ludens, Inc., underwent an operation in Chicago in January. He is coming along fine and by the time you readers see this he will probably be on the job again.

St. Louis jobbers all report a favorable volume for January. **Bill Milligan** of General Candy Co. fame, **Basil Palmer**, of the Bartlett National Factory, **Al Dudenhoeffer**, **Gus Ohmar**, **Joe Runtz** and all the St. Louis Association members were busy as bees when I dropped in on them.

Alex Abramson, sales manager of Sweets Company of America, Tootsie Rolls, New York, has been basking in the sunshine of the South, Georgia, Florida, etc., for a few days. No he was not on a vacation, was working, making a trip with one of his Southern salesmen.

Joe Dreibus, production manager for the Dreibus Candy Co., Omaha, Neb., and your humble servant went to lunch a few days ago. Joe placed his order and when it came, after examining the same carefully, called the waiter. "What's this leathery stuff," queried Joe. "That is file of sole, sir," replied the waiter. "Well, take it away and see if you can't get me a nice piece of upper with the buttons off," remarked Joe, while I went ahead with my spinach!

There's this difference between a bachelor and a married man: If a bachelor walks the floor with his baby he's dancing.

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